



November 2014

Parks & Recreation Department Park Master Plan Updates



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CHAPTER ONE - EXECUTIVE SUMMARY

1.1 PLAN GOALS AND OBJECTIVES

1.1.1 BACKGROUND AND INTRODUCTION

In December 2013, the City Council accepted the Parks & Recreation Department's needs assessment report. The report included a comprehensive action plan which has and will continue to serve as a guide for priority development, CIP planning and park, facility, and amenity development for a five year period.

Based on the report findings, key action items were created and divided into three groups; short term (0-3 years), midterm (4-5 years), and ongoing tasks. The decision to conduct parks master plan updates for Aviara, Pine Avenue and Poinsettia Community Parks was undertaken based on a recommended short term action item, *"Update master plans for future facilities to ensure amenities are consistent with the community vision as identified in the needs assessment."*

In continuing with the Department's strong focus on implementation and responsiveness to community needs, in May 2014, after concluding an extensive request for proposals process, PROS Consulting along with RHA Landscape Architects-Planners, was selected to partner with staff to help commence the implementation process and develop the department's master plan updates (Exhibit 1).

1.1.2 MASTER PLAN UPDATES TO AVIARA, PINE AVENUE, AND POINSETTIA COMMUNITY PARKS

The purpose of the master plan updates process is to ensure that planned (and yet to be realized) facilities and amenities at Aviara, Pine Avenue, and Poinsettia Community Parks are consistent with community needs and with the department's long-term vision *"to strengthen community connectivity through world-class offerings and exceptional customer service."*

After an initial project kickoff meeting and review of all existing planning documents, the demographic projection study performed as a part of the needs assessment was reviewed and equity maps were consulted to assess where services are offered currently, how equitable the service distribution and delivery is across the city and how effective the service is as it compares to population density.

Special emphasis was placed on collecting public input for the master plan updates process; a unique crowdsourcing website was created (www.carlsbadparksplan.com) to serve as a central reference and distribution point for all project related information. Additionally, the site provided a user-friendly forum for public input and feedback directly via the homepage and a link to an online survey. The department received more than 100 open responses from the "your parks & recreation input" box on the homepage, and more than 600 online survey responses.

Stakeholder interviews and three open public meetings (one for each park) completed the public input process. All of the data collected during the needs assessment and master plan research and public input process contributed to the proposed master plan updates for Aviara, Pine Avenue, and Poinsettia Community Parks.

Note: Master plan updates focused primarily on those areas of Aviara, Pine Avenue and Poinsettia Community Parks that have yet to be realized or constructed per the original master plan.

1.2 COMMUNITY PROFILE

The demographic analysis utilizes data obtained from San Diego Association of Governments (SANDAG) and Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in 2013 as a part of the needs assessment, and reflects the actual numbers as reported in the 2000 and 2010 Census and estimates for 2012 and 2017 as obtained by ESRI. The City of Carlsbad geographic boundary was utilized as the demographic analysis boundary. All projections should be utilized with the understanding that unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections.

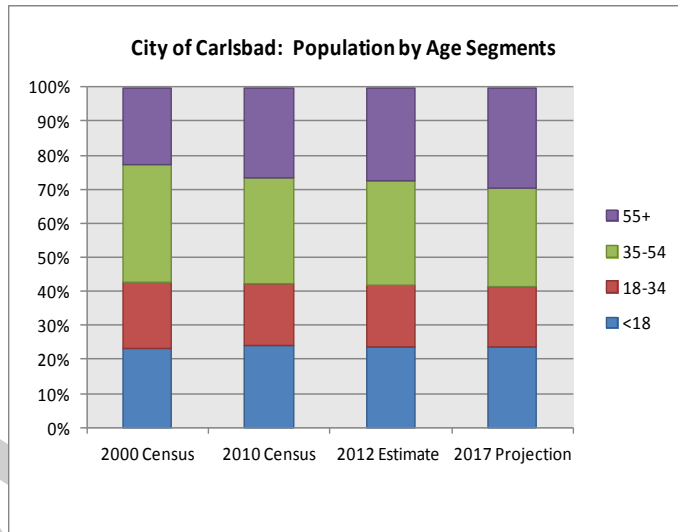


1.2.1 TOTAL POPULATION

The City of Carlsbad has experienced rapid growth in recent years. From 2000 to 2010, the city's total population experienced a sizeable increase of 34.6 percent, and is expected to continue to grow over the next five years. Based on predictions through 2018, the city is expected to have approximately 118,241 residents living within 44,087 households.

1.2.2 AGE SEGMENT

Overall, the city's population age segments exhibits a consistent age distribution over time. Currently the largest segment by population is the 35-54 with 30.6 percent and the smallest is the 18-34 population with 18.2 percent which indicates a large range of variation between all the age groups. In the next five years, the 55+ segment will grow to comprise nearly 30 percent of the total population, making it the single largest age segment by 2017.



1.2.3 HOUSEHOLDS AND INCOME

Income characteristics certainly exhibit growth trends. The median household income was \$65,172 in 2000 and is projected to continually increase to \$102,211 by 2017. The per capita income is also projected to increase from \$34,863 in 2000 to \$51,661 by 2017.

Based on the 2012 estimate, the median household income in the City of Carlsbad is \$94,436, and its per capita income is \$44,732. Carlsbad's comparative income characteristics are significantly higher than the state and national income averages.

1.3 COMMUNITY INPUT

There was extensive public input and participation as part of the *Parks & Recreation Needs Assessment and Comprehensive Action Plan* process in 2013. Building on the momentum from previous planning, the process for updating the individual Park Master Plans involved a series of stakeholder interviews, public meetings, online survey and the crowd-sourcing website (www.carlsbadparksplan.com) to obtain community input specific to the vision for the Aviara, Pine Avenue, and Poinsettia Community Parks.

1.3.1 STAKEHOLDER INTERVIEWS AND OPEN PUBLIC MEETINGS

PROS Consulting conducted a full day of stakeholder interviews targeting each park, along with one (1) open public meeting per park to allow broad community input for each park. The goal of these meetings was to educate the user base on the findings from the *Needs Assessment and Comprehensive Action Plan* and obtain their input and vision for assets and amenities desired for each park.

The following summarizes the feedback attained during this process, with items in **bold** representing frequent responses. Individual responses from these meetings can be found in the **Appendix**.

1.3.2 AVIARA COMMUNITY PARK MASTER PLAN

Q1. WOULD YOU LIKE TO SEE CHANGES TO THE CURRENT MASTER PLAN, OR HAVE IT REMAIN THE SAME?

- **Would like to see changes.**

Q2. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO SEE ADDED TO THE PARK?

- **Bike trails, BMX/bike skills area**
- **Pickleball courts**

Q3. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO MODIFY OR RENOVATE?

- **There is a lot of open space around the city that can be used for parks or botanical gardens.**

1.3.3 PINE AVENUE PARK MASTER PLAN

Q1. WOULD YOU LIKE TO SEE CHANGES TO THE CURRENT MASTER PLAN, OR HAVE IT REMAIN THE SAME?

- **Would like it to remain the same, with minor changes.**

Q2. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO SEE ADDED TO THE PARK?

- **Community Garden**
- **Pickleball Courts**
- Botanical Garden
- Dog Park
- Swimming Pools
- Skate Park

Q3. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO MODIFY OR RENOVATE?

- **Completion of ornamental garden**
- Add culinary arts to the community center
- Swings and playground amenities for children
- Family picnic area

1.3.4 POINSETTIA COMMUNITY PARK MASTER PLAN

Q1. WOULD YOU LIKE TO SEE CHANGES TO THE CURRENT MASTER PLAN, OR HAVE IT REMAIN THE SAME?

- Would like to see some things unchanged but also see changes to some part of the Master Plan.

Q2. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO SEE ADDED TO THE PARK?

- **Keep the community center/make it multi-generational**
- **Dedicated pickleball courts separate from tennis courts/eliminate dual use**
- **High opposition to stadium tennis/preference for pickleball courts**
- A community garden

Q3. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO MODIFY OR RENOVATE?

- One shared community center for Aviara and Poinsettia
- More community garden space

1.3.5 CROWD-SOURCING PROJECT WEBSITE

From the date the project website went live on Aug. 12, 2014 until Sept. 30, 2014 a total of 91 individual responses were received via the “Your Parks Input” box on the homepage that **pertained directly to the three parks that are part of the master plan updates process – Aviara, Pine Avenue and Poinsettia Community Parks.**

More than 50 additional responses pertained to a variety of different topics or parks that were not part of this project. This data was not included in this summary report, but, in some cases, parks and recreation staff responded directly to the individual providing input, or the comments were forwarded to the responsible department for a response.

Input was grouped into the following facility/amenity categories. The number in parenthesis is the total number of responses received in each category.

- | | |
|---|------|
| • Bike (BMX) park | (40) |
| • Pickleball | (14) |
| • Community Garden | (13) |
| • Playgrounds | (7) |
| • Tennis courts | (5) |
| • Passive recreation (places to gather) | (3) |
| • Dog park | (3) |
| • Community center | (2) |
| • Athletic fields | (1) |

- Campgrounds (1)
- Skateboard park (1)
- Walking paths (1)

1.3.6 ONLINE SURVEY

In addition to the crowd-sourcing website, the project team also solicited user feedback in the form of an online survey conducted through www.surveymonkey.com to obtain valuable input on the vision of the Aviara, Pine Avenue, and Poinsettia Community Parks. The survey consisted of a short series of questions that pertained to the Master Plan updates and sought specific action items for each of the three parks. For a more in-depth analysis, the results were totaled as a whole, and then filtered to reflect the preferences of only survey respondents residing in the City of Carlsbad. A total of 634 responses were received from September through October of 2014. The table below provides a brief summary of the results.

Summary of Online Survey Responses	
1. 634 Total Responses.	
a.	This points to a high level of participation and engagement by residents.
2. Approximately 75% of respondents were residents of the City of Carlsbad.	
3. Aviara Community Park preferred amenity action.	
a.	Overall: 50% split on whether to keep or replace existing community center.
b.	Residents Only: Slightly higher preference (55%) to keep existing community center.
4. Pine Avenue Community Park preferred amenity actions.	
a.	Overall: 70% would like to keep existing community center.
b.	Residents Only: 71% would like to keep existing community center.
c.	Overall: 52% would like to keep the botanical / ornamental garden.
d.	Residents Only: 53% would like to keep the botanical / ornamental garden.
5. Poinsettia Community Park preferred amenity actions.	
a.	Overall: 75% would like to keep existing community center.
b.	Residents Only: 76% would like to keep existing community center.
c.	Overall: 62% would like to keep existing arena soccer complex.
d.	Residents Only: 62% would like to keep existing arena soccer complex.
e.	Overall: 58% would like the tennis stadium court and pro shop to be replaced.
f.	Residents Only: 55% would like the tennis stadium court and pro shop to be replaced.

1.4 PROGRAM AND AMENITY NEEDS RANKINGS

1.4.1 FACILITY/AMENITY AND PROGRAM PRIORITY RANKINGS

The facility / amenity rankings was developed as a part of the 2013 needs assessment report and is the strongest influence behind the recommendations for amenities at each of the parks. The purpose of the facility/amenity and program priority rankings is to provide an ordered list of facility/amenity needs and recreation program needs for the community served by the department.

This rankings model evaluated both quantitative and qualitative data. Quantitative datum includes the statistically reliable community survey, which asked Carlsbad residents to list unmet needs and rank their importance. Qualitative datum includes resident feedback obtained through community input and demographics and trends. This scoring system considers the following:

- Community survey:
 - Unmet needs for facilities and recreation programs.
 - Importance ranking for facilities.
- Consultant evaluation:
 - Factor derived from the consultant's evaluation of program and facility priority based on survey results, demographics, trends, facility and program assessment, levels of service and overall community input.

The weighted scores were as follows:

- 60 percent from the statistically reliable community survey results.
- 40 percent from consultant evaluation using demographic and trends data, community focus groups and public meetings, and levels of service.

The combined total of the weighted scores is the total score based on which the facility/amenity and program priority is determined.

1.4.2 FACILITY/AMENITY PRIORITY RANKINGS

The top five facility and amenity priorities as determined by the community were family picnic areas, outdoor swimming pools, botanical or ornamental gardens, community gardens, and off leash dog parks.

Carlsbad Facility/Amenity Priority Rankings	
	Overall Ranking
Family picnic areas - covered and uncovered	1
Outdoor swimming pools	2
Botanical or ornamental gardens	3
Community gardens	4
Off leash dog parks	5
Amphitheater	6
Playground Equipment	7
Dining / retail	8
Senior center (age 50+)	9
Youth multi purpose fields	10
Multigenerational community center	11
Disc golf course	12
Adult multi purpose fields	13
Adventure facility (rock wall, ropes course)	14
Tennis courts	15
Conference / trade shows / training centers	16
Concessions	17
Skateboard parks	18
Teen center	19
Arena / speed soccer	20
Outdoor basketball courts	21
Synthetic turf fields	22
Outdoor pickleball courts	23
BMX park	24
Radio controlled aircraft fields	25

1.4.3 PROGRAM PRIORITY RANKINGS

The top five program priorities as determined by the community were adult fitness and wellness programs, culinary arts programs, aquatics programming, adult sports programs, and cultural arts programs.

Carlsbad Program Priority Rankings	
	Overall Ranking
Adult fitness and wellness programs	1
Culinary arts (cooking, baking, etc.)	2
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	3
Adult sports programs	4
Cultural arts programs	5
City sponsored special events	6
Dancing	7
Outdoor skills / adventure programs	8
Youth sports programs	9
Senior programs	10
Dog training	11
Tennis programs	12
Environmental education programs	13
Youth summer camp programs	14
Youth fitness and wellness programs	15
Preschool programs	16
Teen programs	17
Unstructured indoor play	18
Before and after school programs	19
Martial arts programs	20
Gymnastics and tumbling programs	21
Programs for individuals with disabilities	22
Full service party planning	23

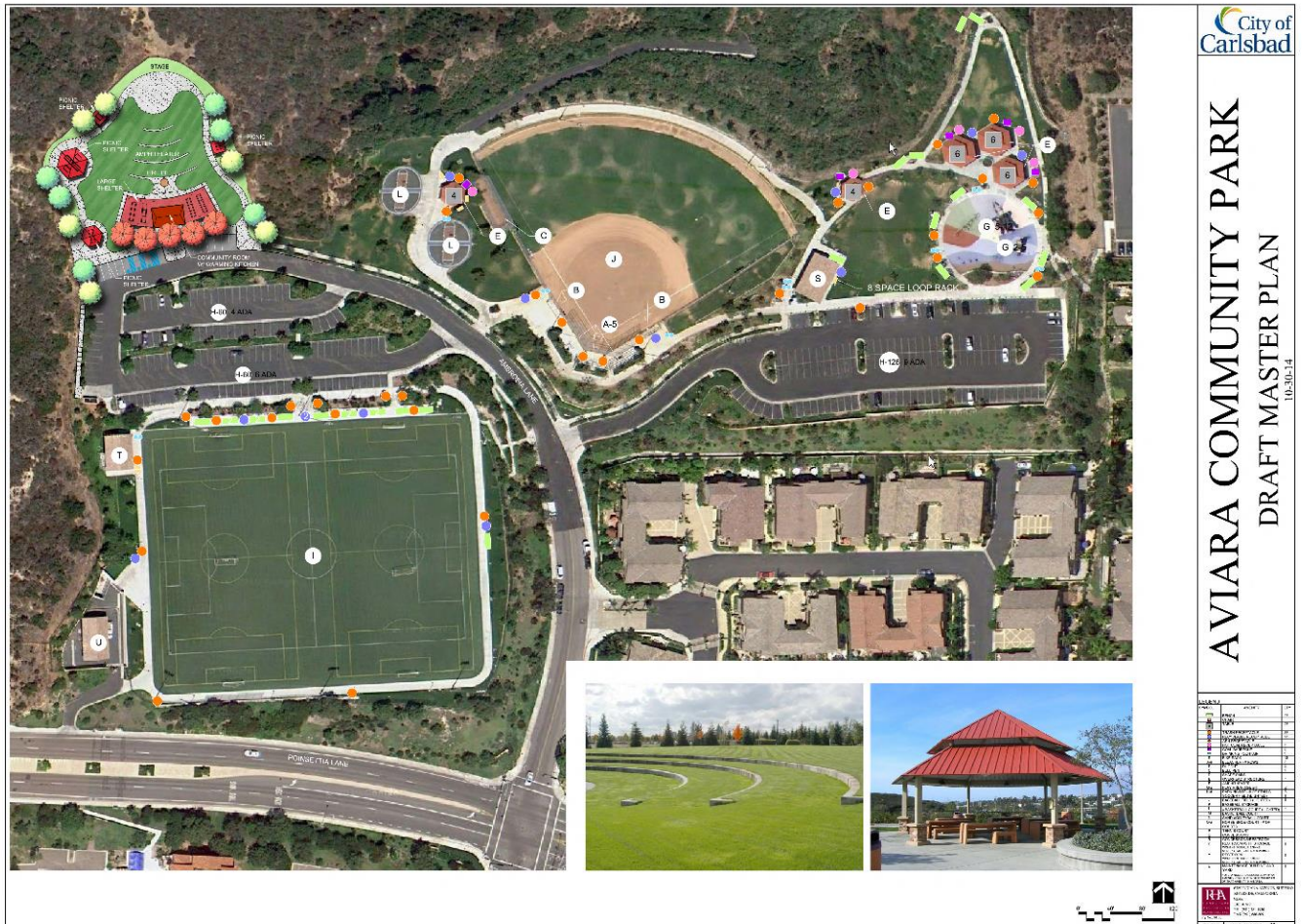
1.5 UPDATED SITE MAPS AND PARK CONCEPT PLANS

1.5.1 AVIARA COMMUNITY PARK

A proposed community center (featuring meeting rooms, multifunction space, and banquet facilities) is the final element yet to be realized from the 2001 master plan.

Based on extensive community input, needs assessment findings, and priority rankings, staff and the consulting team recommends:

- A large passive outdoor community gathering space including landscaped areas, walkways, a small amphitheater, decorative seat walls, fire pit(s), family picnic areas, and a small community room with a warming kitchen complete with food and beverage service.
- This will leverage the location and the views afforded from it in the best way possible to allow for broad community use and also address the needs assessment priority for a family picnic area and an amphitheater in the community.



1.5.2 PINE AVENUE COMMUNITY PARK

Originally master planned in 2002 and revised in 2010 and again in 2011, the remaining elements yet to be realized include a community center/gymnasium and a botanical/ornamental garden.

Based on extensive community input, needs assessment findings, and priority rankings, staff and the consulting team recommends:

- Expand on the original community center concept to include a two story, approximately 20,000 sq. ft. multiuse and multigenerational facility. This will feature indoor recreational space, teen and fitness space, an activity center, a lounge, offices, storage, and an outdoor rooftop sport court space.
- Thus, in combination with the senior center, the Pine Avenue community park area will now offer a true multi-generational experience which has been the focus of the needs assessment report's recommendations as well as reflects nation-wide best practices.
- A landscaped botanical/ornamental garden with a fountain, walkways, seating, decorative elements and community gathering areas, including a raised bed community garden similar to the new Calavera Schoolhouse Community Garden.



1.5.3 POINSETTIA COMMUNITY PARK

The remaining elements yet to be realized from the 1992 master plan include a tennis clubhouse, a tournament court, warm up wall, community center/gymnasium, playground and an enclosed soccer arena.

Based on extensive community input, needs assessment findings, and priority rankings, staff and the consulting team recommends:

- Replace clubhouse, tournament court, and warm up wall with an expanded, two story, and multiuse, multigenerational community recreation center (consistent with big idea #1 as described in the 2013 needs assessment). This will be located at the entrance of the park thus creating a true signature facility and a sense of destination at Poinsettia Community Park.
- Expand proposed multiuse sports arena to include soccer, futsal, field hockey and lacrosse.
- Co-locate two separate playground areas (existing plus one new) into one, featuring customized playground equipment for children ages 2-5 years, and 5-12 years.
- Add an off leash dog park in an underutilized portion towards the center of the park, with separate fenced-in areas to accommodate both large and small dogs.

The short term action plan states that the department should complete a feasibility study/business plan on the potential for programming, partnering, financial projections, 5 year pro-forma and operational indicators of success for the proposed indoor, multipurpose, multigenerational community center, and if found feasible, commence development within that same timeframe. Funding has been identified in the current fiscal year 2014-15 CIP budget to conduct this study.



1.6 COST ESTIMATES

The summary costs estimates for hard costs associated with each of the three parks are as below. It must be kept in mind that there is the potential for variance in the cost estimates especially for Pine Avenue and Poinsettia Community Park based on the actual amenities and types of spaces designed within the community centers at each of those parks.

Additionally, a 15% contingency has been built in to accommodate cost increases over time based on when the actual design and construction of the three parks would take place.

SUMMARY		
PINE AVENUE PARK		\$7,357,122
COMMUNITY CENTER	\$ 6,057,938	
GARDEN AREAS	\$ 1,299,184	
AVIARA COMMUNITY PARK		\$1,757,286
TURF AMPHITHEATER & PICNIC AREAS	\$ 1,757,286	
POINSETTIA COMMUNITY PARK		\$2,139,814
MULTI-GENERATIONAL CENTER	TBD	(Cost per sf to be developed after the Feasibility Study)
MULTI-USE ARENA	\$ 1,128,739	
DOG PARK	\$ 513,642	
PLAYGROUND	\$ 497,433	
TOTAL		\$11,254,221

1.7 PRIORITY RANKINGS

Every amenity recommendation in each of the park designs in Section 1.6 was carefully considered based on the park's geographic location, and community input received, with a special emphasis on the needs assessment findings included in **Section 1.4**. The goal was to address as many diverse community needs as possible in a sustainable manner.

The proposed master plan updates recommendations will help serve a wide number of facility/amenity priority rankings (in order) as can be seen below. Some of the other needs identified within the needs assessment, while not being served specifically at these three parks, will be addressed by the Parks and Recreation Department in other parts of the City.

Facility / Amenity Addition	Park Location	Priority Ranking Served
Family picnic areas	Aviara and Poinsettia Community Parks	#1
Botanical or ornamental gardens	Pine Avenue Community Park	#3
Community gardens	Pine Avenue Community Park	#4
Off leash dog parks	Poinsettia Community Park	#5
Amphitheater	Pine Avenue Community Park	#6
Playground equipment	Poinsettia Community Park	#7
Dining/retail	Aviara Community Park	#8
Youth multipurpose fields	Poinsettia Community Park	#10
Multigenerational Community Center – Big Idea #1	Poinsettia Community Park	#11
Adult multipurpose fields	Poinsettia Community Park	#13
Teen center	Pine Avenue Community Park	#19
Arena/speed soccer	Poinsettia Community Park	#20
Outdoor basketball	Pine Avenue and Poinsettia Community Parks	#21
Synthetic turf fields	Poinsettia Community Park	#22

1.8 CONCLUSION

To be completed after Draft Report Approval.

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CHAPTER TWO – DEMOGRAPHICS / TRENDS AND MARKET CONDITIONS ANALYSIS

This analysis was performed as a part of the 2013 needs assessment report. The demographic analysis numbers are consistent with those from the previous report as well as City of Carlsbad's population projections. The trends data has been updated to include the latest information available up to the year 2013.

The demographic analysis provides an understanding of the population within the City of Carlsbad. This analysis is reflective of the total population, and its key characteristics such as age segments, income levels, race, and ethnicity. It is important to note that future projections are all based on historical patterns; unforeseen circumstances during or after the time of the projections could have a significant bearing on the reliability of the final projections.

2.1 DEMOGRAPHIC OVERVIEW

The total population of the City of Carlsbad substantially increased approximately 34.6 percent from 78,247 in 2000 to 105,328 in 2010. The current estimated population for 2013 is 106,895 and it is projected to grow to 118,241 in 2018.

According to the U.S. Census reports, the total number of households in the target area grew by a staggering 31.2 percent, from 31,521 in 2000 to 41,345 in 2010. The City is estimated to have 42,082 households in 2012, and is expected to grow to 44,087 households by 2018.

The target area's median household income (\$94,436) and per capita income (\$44,732) are well above both California state and national averages.

Based on the 2010 Census, the population of the City of Carlsbad is older (40.5 years) than the median age of the U.S. (37.2 years). Projections show that by 2017 the target area will continue to slowly age, with the 55+ group being the only age segment experiencing a growing trend, representing nearly 30 percent of the total population.

The gender balance of the city's residents is slightly skewed towards females (50.9 percent), which represent 54,636 of the estimated 2012 population.

The estimated 2013 population of the service area is mostly White alone (82.12 percent). The Asian category is estimated to represent 7.32 percent of the current population, and has the most significant representation among minorities within the city. From 2000 to 2010, the City of Carlsbad's racial composition was relatively unchanged, with the White alone category decreasing from 86.55 percent to 82.79 percent, and the Asian group increasing from 4.24 percent to 7.08 percent. Future projections show that by 2017 the city will remain limited in its diversity, and continue to be predominately White alone (80.96 percent), with the Asian category representing 8.09 percent of the total population. People of Hispanic ethnicity comprise a significant portion of the population, representing 13.96 percent of the current 2012 estimate and expected to grow to 15.78 percent of the total population by 2017.

2.1.1 METHODOLOGY

A variety of demographic data for the analysis was obtained from the San Diego Association of Governments (SANDAG), U.S. Census Bureau, and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in July 2013 and reflects actual numbers as reported in the 2000 and 2010 Censuses, and estimates for 2013 and 2018 as obtained from the City of Carlsbad were based on the Planning Department's projections. The geographic boundary of the City of Carlsbad was utilized as the demographic analysis boundary shown in **Figure 1**.

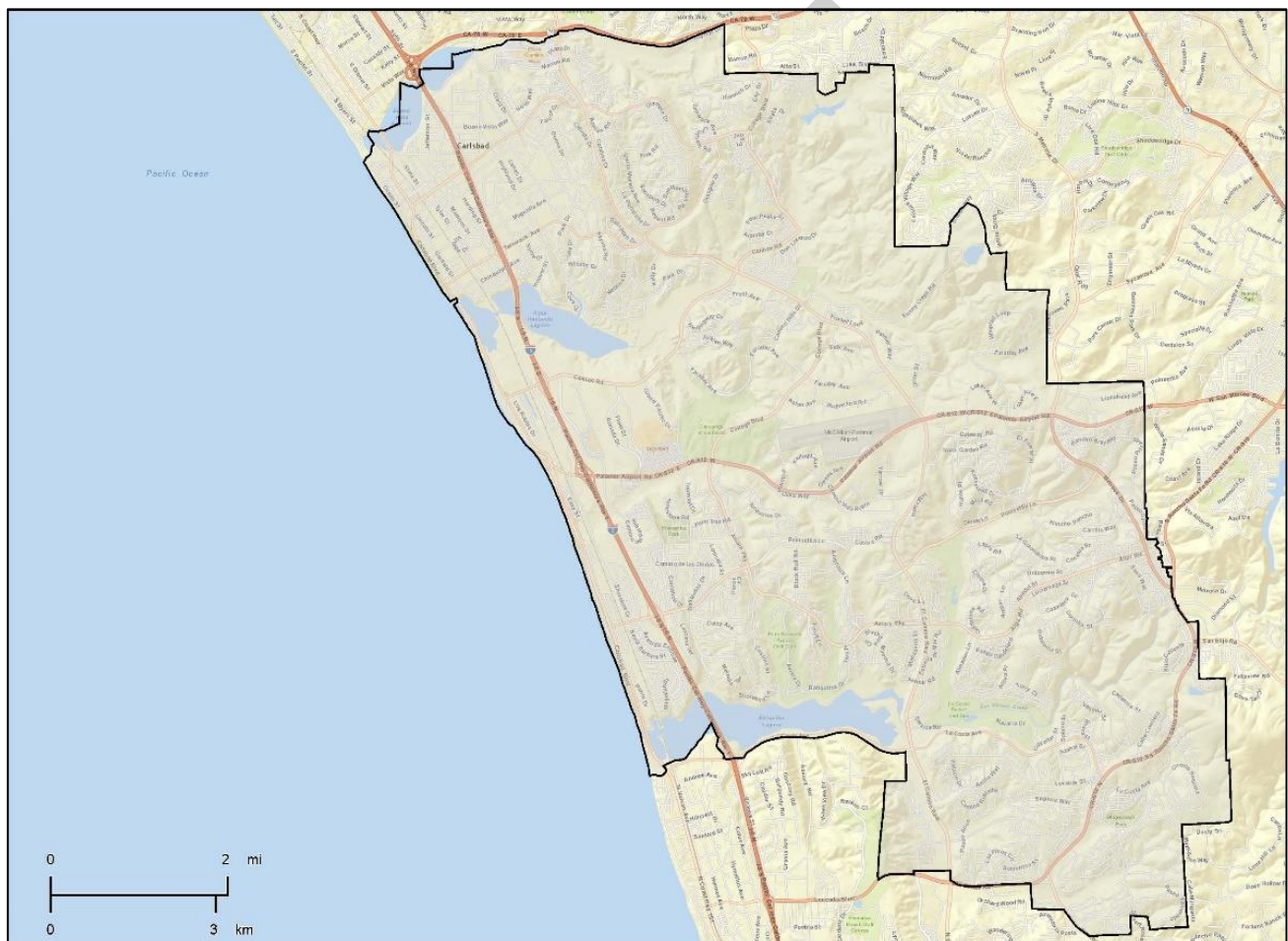


Figure 1-City of Carlsbad Boundaries

2.1.2 RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

- American Indian – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black – This includes a person having origins in any of the black racial groups of Africa.
- Native Hawaiian or Other Pacific Islander – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- Hispanic or Latino – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.



2.2 CITY OF CARLSBAD POPULACE

2.2.1 POPULATION

The City of Carlsbad has undergone rapid growth in recent years. From 2000 to 2010, the city's total population experienced a sizeable increase of 34.6 percent or a growth rate of nearly 3.5 percent. This is well above national growth averages which were just over one percent annually. Projecting ahead, the City of Carlsbad is expected to continue to grow over the next five years. Based on predictions through 2018, the city is expected to have approximately 118,241 residents living within 44,087 households.

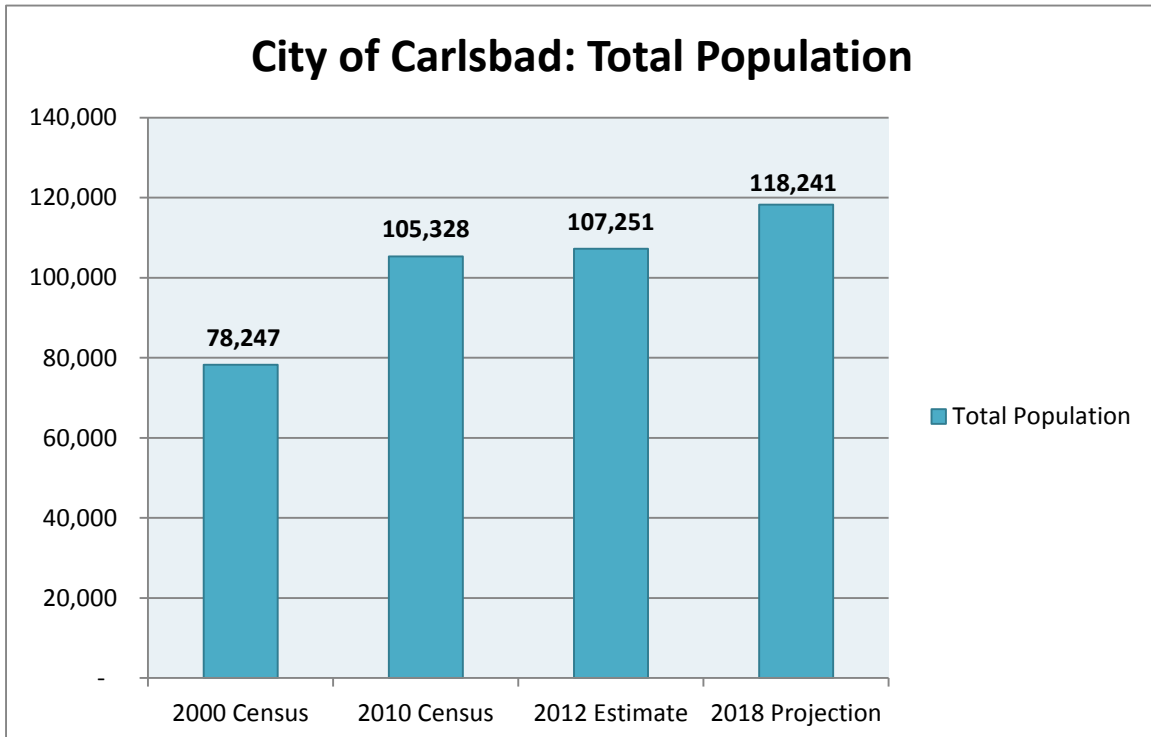


Figure 2 - Total Population

2.2.2 AGE SEGMENT

Evaluating the distribution by age segments, the City of Carlsbad is somewhat balanced between youth, young adult, family, and senior populations. In 2010, the highest segment by population is the 35-54 age group representing 31.3 percent, and the lowest is the 18-34 segment which constitutes 18 percent of the population.

The overall composition of the population for the City of Carlsbad is projected to gradually age. The Census results from 2000 and 2010 show decreases in the 18-34 (from 19.5 percent to 18 percent) and 35-54 (from 34.5 percent to 31.3 percent) populations, while the <18 group recognized a minimal increase from 23.3 percent to 24.1 percent. In the 10 year period between Censuses, the largest shift was in the 55+ segment, which jumped from 22.6 percent in 2000 to 26.6 percent in 2010. Projections for 2017 show that each age segment, except the 55+ group, will experience small decreases in size as compared to the population as a whole. The 55+ segment is expected to gradually grow to be the largest age segment representing approximately 29.7 percent of the population by 2017. This is consistent with general national trends where the 55+ age group has been growing as a result of increased life expectancies and the baby boomer population entering that age group.

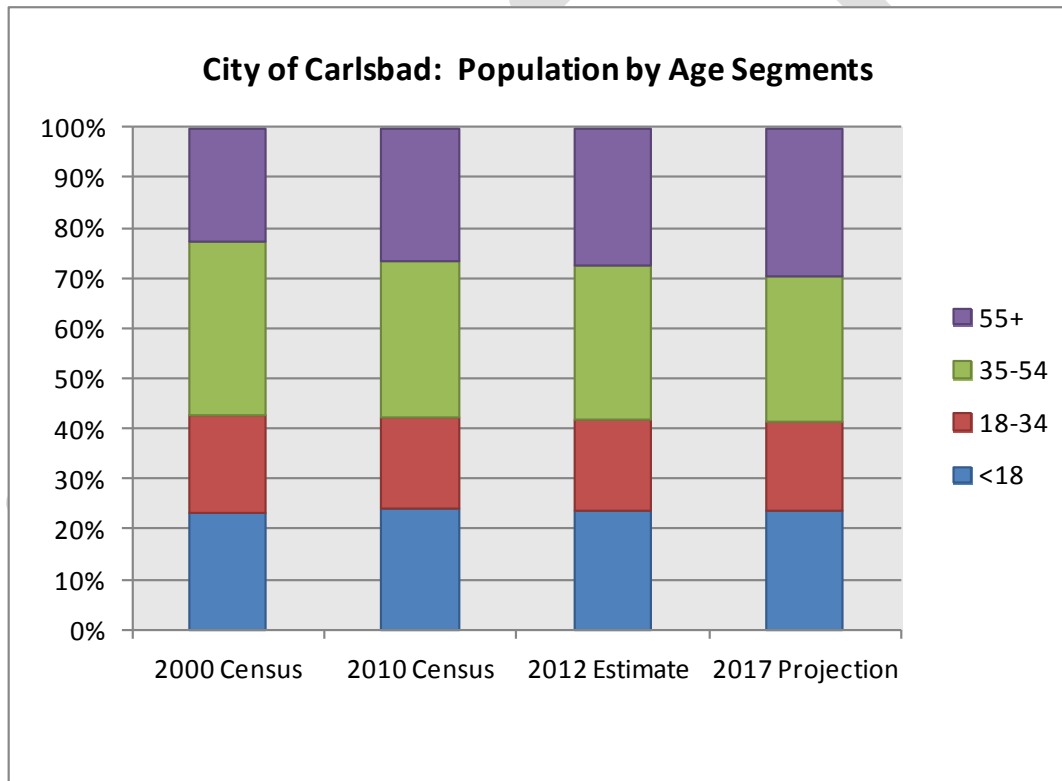


Figure 3-Population Age by Segments

2.2.3 RACE AND ETHNICITY

In analyzing race and ethnicity, the City of Carlsbad is very limited in diversity. The 2012 estimate shows that the majority of the population falls into the White only (82.12 percent) category. The Asian group is the minority with the most notable representation within the City of Carlsbad, comprising 7.32 percent of current population based on 2012 estimates.

In the time between Censuses of 2000 and 2010, the City of Carlsbad recognized little diversification as the White Only category reduced slightly from 86.55 percent to 82.79 percent, while the Asian minority grew from 4.24 percent to 7.08 percent. The Hispanic ethnic distinction exhibits notable growth, representing 13.96 percent of the population in 2012 and expected to grow to 15.78 percent of the total population by 2017.

Predictions for 2017 expect the City of Carlsbad to remain predominately White alone (80.96 percent), while the Asian (8.09 percent) and Hispanic (15.78 percent) populations will continue to slowly grow. (Figure 4 and Figure 5.)

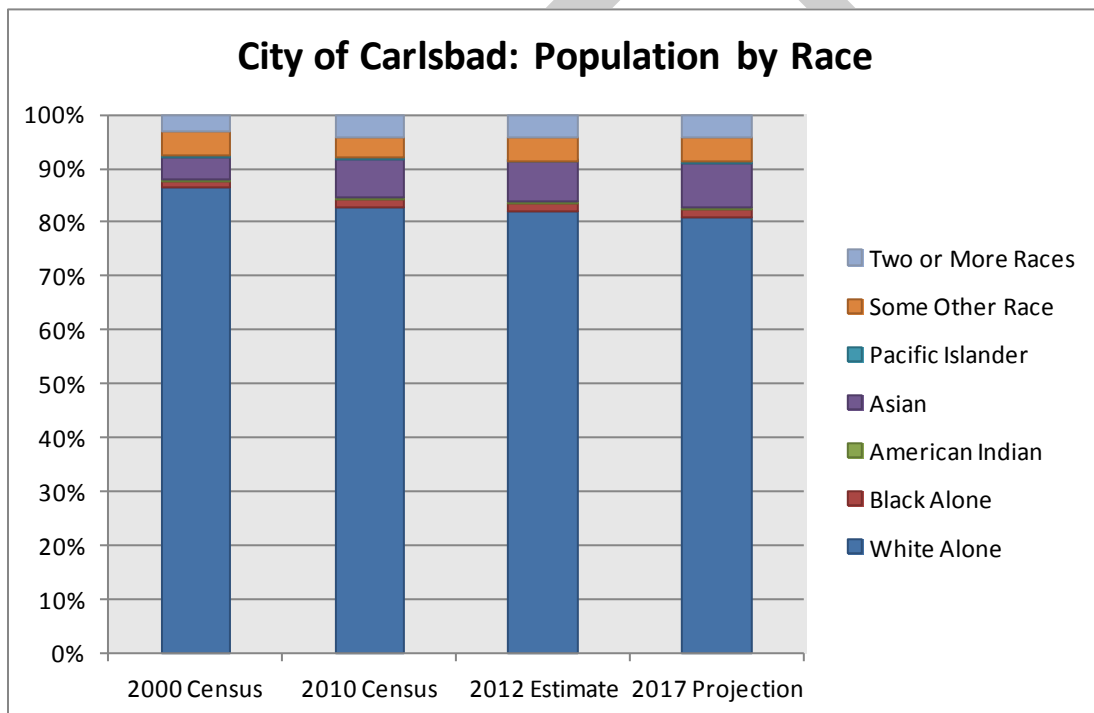


Figure 4-Population by Race

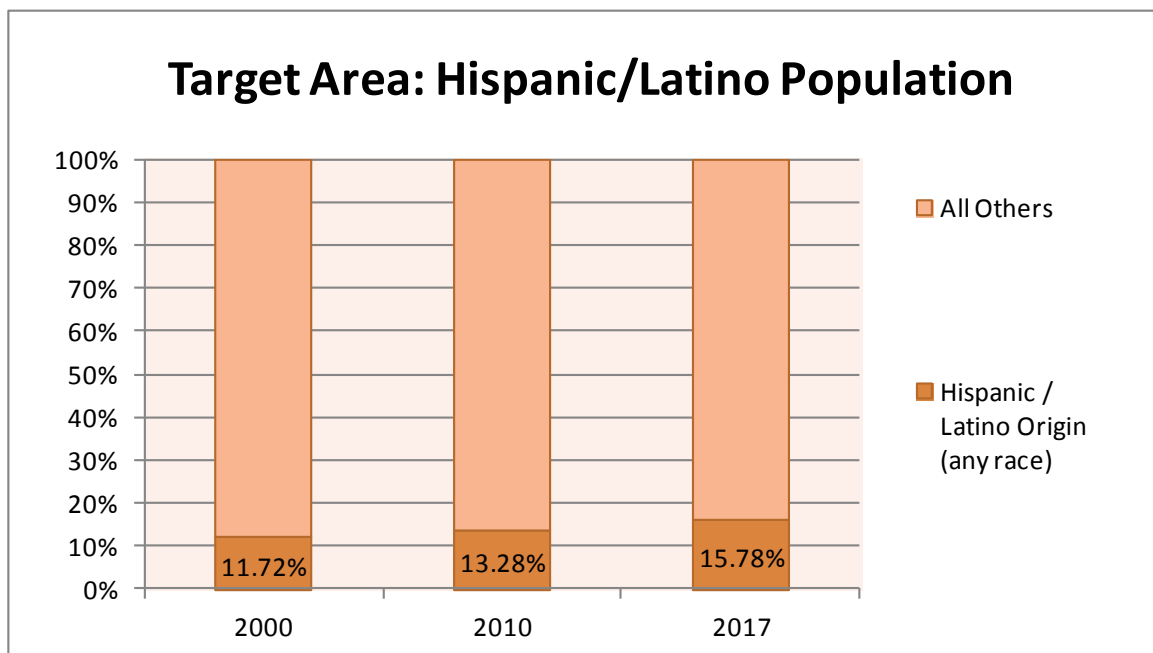


Figure 5- Hispanic/Latino Population

2.2.3.1 PARTICIPATION TRENDS BY RACE/ETHNICITY

Utilizing the ethnicity study performed by American Sports Data, Inc., a national leader in sports and fitness trends, participation rates among recreational and sporting activities were analyzed and applied to each race/ethnic group.

The **White alone** population as a whole participates in a wide range of activities, including both team and individual sports of a land and water based variety; however, the White alone populace has an affinity for outdoor nontraditional sports.

Ethnic minority groups in the United States are strongly regionalized and urbanized, with the exception of Native Americans, and these trends are projected to continue. Different ethnic groups have different needs when it comes to recreational activities. Ethnic minority groups, along with Generations X and Y, are coming in ever-greater contact with Caucasian middle-class baby-boomers with different recreational habits and preferences. This can be a sensitive subject since many baby-boomers are the last demographic to have graduated high school in segregated environments, and the generational gap magnifies numerous ideals and values differences which many baby-boomers are accustomed to. This trend is projected to increase as more baby-boomers begin to retire, and both the minority and youth populations continue to increase.

Hispanic and Latino Americans have strong cultural and community traditions with an emphasis placed on the extended family, many times gathering in large recreational groups where multiple activities geared towards all age segments of the group may participate. Large group pavilions with picnicking amenities and multipurpose fields are integral in the communal pastime shared by many Hispanics.

The **Black alone** population has historically been an ethnic group that participates in active team sports, most notably football, basketball, and baseball. The African-American populace exhibits a strong sense of neighborhood and local community through large special events and gatherings with extended family and friends, including family reunions. Outdoor and water based activities, such as, hiking, water skiing, rafting, and mountain biking, are not much of a factor in the participatory recreational activities.

The **Asian population** a very different yet distinct ethnic group compared with the three main groups in the U.S. – Caucasian, African-American, and Hispanic. The Asian population has some similarities to the Hispanic population, but many seem to shy away from traditional team sports and outdoor and water based activities.

2.2.4 HOUSEHOLDS AND INCOME

The City of Carlsbad's income characteristics demonstrate rapid growth trends. The median household income was \$65,172 in 2000 and \$94,436 in 2012. It is projected to grow to \$102,211 by 2017. The median household income represents the earnings of all persons age 16 years or older living together in a housing unit. The per capita income is also projected to increase from \$34,863 in 2000 and \$44,732 in 2012 to \$51,661 by 2017 (Figure 6).

As seen in Figure 7, The City of Carlsbad's median household income (\$94,436) is significantly higher than the state (\$61,632) and national (\$52,762) averages. The City's Per Capita Income (\$44,732) is also much higher than state (\$29,634) and national (\$27,915) averages. This household income over and above the state and national averages indicate the presence of disposable income and greater price elasticity.

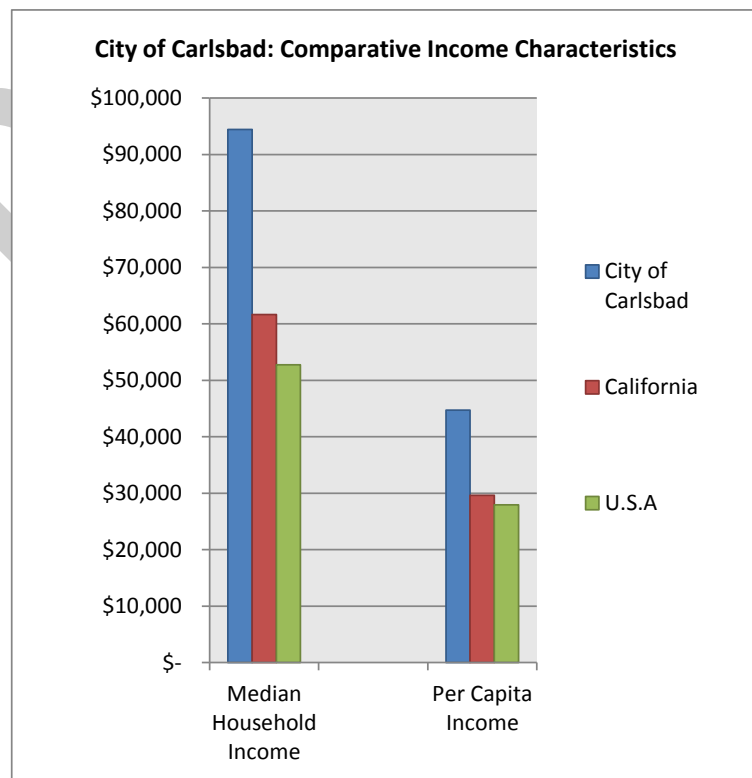
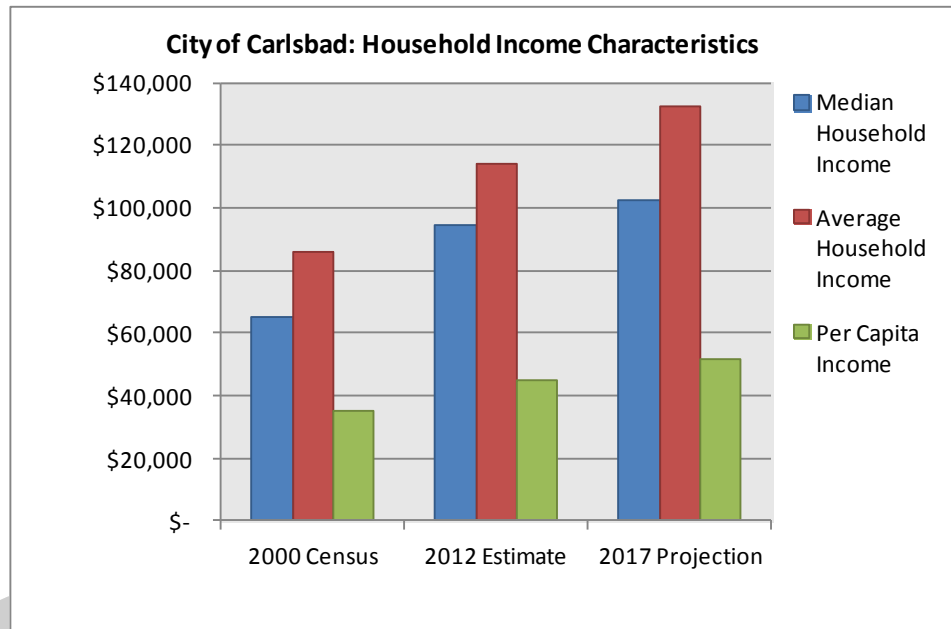


Figure 7-Comparative Income Characteristics

CHAPTER THREE - COMMUNITY INPUT

There was extensive public input and participation as part of the *Parks & Recreation Needs Assessment and Comprehensive Action Plan* process in 2013. Building on the momentum from previous planning, the process for updating the individual Park Master Plans involved a series of stakeholder interviews, public meetings, online survey and the crowd-sourcing website to obtain community input specific to the vision for the Aviara, Pine Avenue, and Poinsettia Community Parks.

3.1 INPUT OPPORTUNITIES

The qualitative and quantitative data collected included multiple stakeholder interviews, open public meetings, online survey and crowd-sourced information from the project website. A summary of the public input received is provided below.

Note: The findings listed below are solely the opinion of the individual attendees and website responses, and may not reflect the overall community, staff or the consultant team's opinion.



- Stakeholder group interviews and open public meetings were conducted over the course of three (3) days. The results are representative, but not exhaustive, of interests of the community affecting parks & recreation for Aviara, Pine Avenue, and Poinsettia Community Parks.
- A customized project website (www.carlsbadparksplan.com) that served as an interface for crowd-sourced information. This site allowed users that were not able to attend the public meetings the opportunity to voice their opinions. Data was gathered from users and non-users to help understand community's vision for the future development and improvements of the three (3) featured community parks within the City of Carlsbad.

3.2 STAKEHOLDER INTERVIEWS AND OPEN PUBLIC MEETINGS

PROS Consulting conducted a full day of stakeholder interviews targeting each park, along with one (1) open public meeting per park to allow broad community input for each individual park. The goal of these meetings was to educate the user base on the findings from the *Needs Assessment and Comprehensive Action Plan* and obtain their input and vision for assets and amenities desired for each park.

The following summarizes the feedback attained during this process, with items in **bold** representing frequent responses. Individual responses from these meetings can be found in the **Appendix**.

3.2.1 AVIARA COMMUNITY PARK MASTER PLAN

Q1. WOULD YOU LIKE TO SEE CHANGES TO THE CURRENT MASTER PLAN, OR HAVE IT REMAIN THE SAME?

- **Would like to see changes.**

Q2. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO SEE ADDED TO THE PARK?

- **Bike trails, BMX/bike skills area**
- **Pickleball courts**

Q3. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO MODIFY OR RENOVATE?

- **There is a lot of open space around the city that can be used for parks or botanical gardens.**

Q4. ADDITIONAL COMMENTS:

- City should use amphitheater for performing arts and concerts to generate additional revenue.
- Lack of attendance at public input meetings indicates that residents don't care much about parks in this area.
- Add solar panel shade structures, similar to Alga Norte.
- Need new parks in southeast quadrant.

3.2.2 PINE AVENUE PARK MASTER PLAN

Q1. WOULD YOU LIKE TO SEE CHANGES TO THE CURRENT MASTER PLAN, OR HAVE IT REMAIN THE SAME?

- **Would like it to remain the same, with minor changes.**

Q2. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO SEE ADDED TO THE PARK?

- **Community Garden**
- **Pickleball Courts**
- Botanical Garden
- Dog Park
- Swimming Pools
- Skate Park

Q3. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO MODIFY OR RENOVATE?

- **Completion of ornamental garden**
- Add culinary arts to the community center
- Swings and playground amenities for children
- Family picnic area

Q4. ADDITIONAL COMMENTS:

- **More emphasis of Hispanic history and culture / more Hispanic influence in parks**
- Build Community Center at Holiday Park where it would be quieter
- No community gardens
- Current skate parks overcrowded

3.2.3 POINSETTIA COMMUNITY PARK MASTER PLAN

Q1. WOULD YOU LIKE TO SEE CHANGES TO THE CURRENT MASTER PLAN, OR HAVE IT REMAIN THE SAME?

- Would like to see some things unchanged but see some changes from the previous plan.

Q2. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO SEE ADDED TO THE PARK?

- **Keep the community center/make it multi-generational**
- **Dedicated pickleball courts separate from tennis courts/eliminate dual use**
- **High opposition to stadium tennis/preference for pickleball courts**
- A community garden

Q3. BASED ON THE PRIORITY RANKINGS, WHAT AMENITIES WOULD YOU LIKE TO MODIFY OR RENOVATE?

- One shared community center for Aviara and Poinsettia
- More community garden space

Q4. ADDITIONAL COMMENTS:

- **More activities for Seniors**
- Renovate synthetic field

3.3 CROWD-SOURCING PROJECT WEBSITE

From the date the project website went live on Aug. 12, 2014 until Sept. 30, 2014 a total of 91 individual responses were received via the “Your Parks Input” box on the homepage that **pertained directly to the three parks that are part of the master plan updates process – Aviara, Pine Avenue and Poinsettia, Community Parks.**

More than 50 additional responses pertained to a variety of different topics or parks that were not part of this project. This data was not included in this summary report, but, in some cases, parks and recreation staff responded directly to the individual providing input, or the comments were forwarded to the responsible department for a response.

3.3.1 OVERVIEW

Input was grouped into the following facility/amenity categories. The number in parenthesis is the total number of responses received in each category.

- Bike (BMX) park (40)
- Pickleball (14)
- Community Garden (13)
- Playgrounds (7)
- Tennis courts (5)
- Passive recreation (places to gather) (3)
- Dog park (3)
- Community center (2)
- Athletic fields (1)
- Campgrounds (1)
- Skateboard park (1)
- Walking paths (1)

3.3.2 SUMMARY DESCRIPTION

ATHLETIC FIELDS

One respondent noted that there is a huge need for more athletic fields at all three of the parks.

BIKE (BMX) PARK

By far the most popular category with 40 total responses. The San Diego Mountain Biking Association provided a direct link to www.carlsbadparksplan.org, and publicized the input and survey process in their blog and email outreach. The preferred location for a bike park was fairly evenly divided between Aviara (18), and Poinsettia (15) Community Parks. The remainder of the votes went to Pine (2) and “we’d be happy with a bike park in one or all of the three parks” (5).

CAMPGROUNDS

One respondent requested we add camping spaces to our parks (was not park specific).

COMMUNITY CENTER

Two respondents asked us to build the community center at Poinsettia Community Park as planned.

COMMUNITY GARDEN

Generally speaking, those individuals that responded in favor of community gardens expressed a desire and preference for a community garden to be added to all three parks (6). Two respondents specified Poinsettia, two requested Pine, and three people thought Aviara was an ideal location for a community garden.

DOG PARK

Three respondents requested a dog park be added to Poinsettia Community Park.

PASSIVE RECREATION (PLACES TO GATHER)

Three respondents requested more passive recreation areas – places to gather for meditation and relaxation, such as green spaces, and shaded public seating. Two of the responses were not park specific, on response specified Aviara Community Park.

PICKLEBALL

Pickleball remained a popular topic, with seven respondents requesting Pickleball courts be added to Poinsettia, four requesting Aviara, three requesting Pine Avenue Community Park.

PLAYGROUNDS

Seven respondents requested improvements and expansions to existing playgrounds in Poinsettia (3), Aviara (1), and Pine Avenue Community Parks (2).

SKATEBOARD PARK

One respondent requested that a skateboard park be added to Pine Avenue Community Park.

TENNIS COURTS

Four respondents requested that we leave tennis programming and the courts “as-is” and not add or convert any of the courts to Pickleball. One respondent requested a full tennis program be implemented.

WALKING PATH

One respondent requested additional walking paths linking the park to the businesses on Paseo del Norte through the open space.

3.3.3 CONCLUSION

The top three categories by percentage of total responses are Bike (BMX) Park (44%), Pickleball (15%), and community gardens (14%). Unless otherwise specified (by checking the do not contact box), all respondents were added to the master plan updates email distribution list to be kept abreast of future project updates.

3.4 ONLINE SURVEY

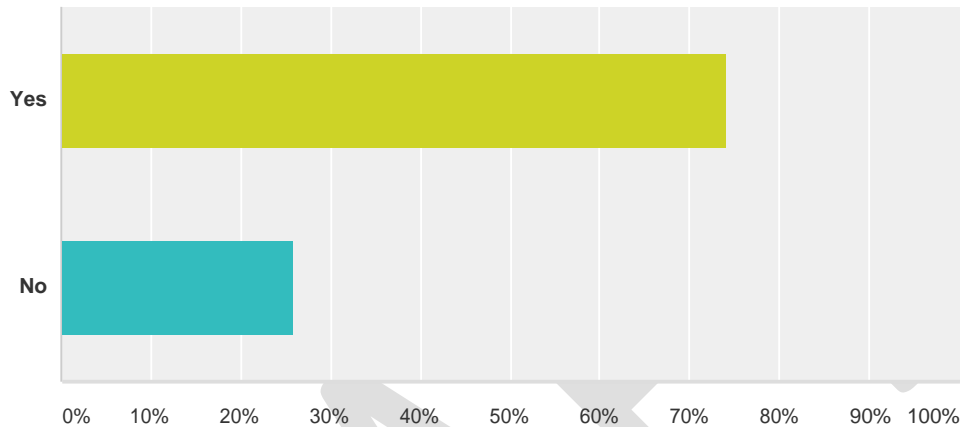
In addition to the crowd-sourcing website, the project team also solicited user feedback in the form of an online survey. SurveyMonkey.com was utilized during the survey process to obtain valuable input on the vision of the Aviara, Pine Avenue, and Poinsettia Community Parks. The survey consisted of a short series of questions that pertained to the Master Plan updates and sought specific action items for each of the three parks.

For a more in-depth analysis, the results were totaled as a whole, and then filtered to reflect the preferences of only survey respondents residing in the City of Carlsbad. A total of 634 responses were received from September through October of 2014. The table below provides a brief summary of the results.

Summary of Online Survey Responses	
1. 634 Total Responses.	
a. This points to a high level of participation and engagement by residents.	
2. Approximately 75% of respondents were residents of the City of Carlsbad.	
3. Aviara Community Park preferred amenity action.	
a. Overall: 50% split on whether to keep or replace existing community center.	
b. Residents Only: Slightly higher preference (55%) to keep existing community center.	
4. Pine Avenue Community Park preferred amenity actions.	
a. Overall: 70% would like to keep existing community center.	
b. Residents Only: 71% would like to keep existing community center.	
c. Overall: 52% would like to keep the botanical / ornamental garden.	
d. Residents Only: 53% would like to keep the botanical / ornamental garden.	
5. Poinsettia Community Park preferred amenity actions.	
a. Overall: 75% would like to keep existing community center.	
b. Residents Only: 76% would like to keep existing community center.	
c. Overall: 62% would like to keep existing arena soccer complex.	
d. Residents Only: 62% would like to keep existing arena soccer complex.	
e. Overall: 58% would like the tennis stadium court and pro shop to be replaced.	
f. Residents Only: 55% would like the tennis stadium court and pro shop to be replaced.	

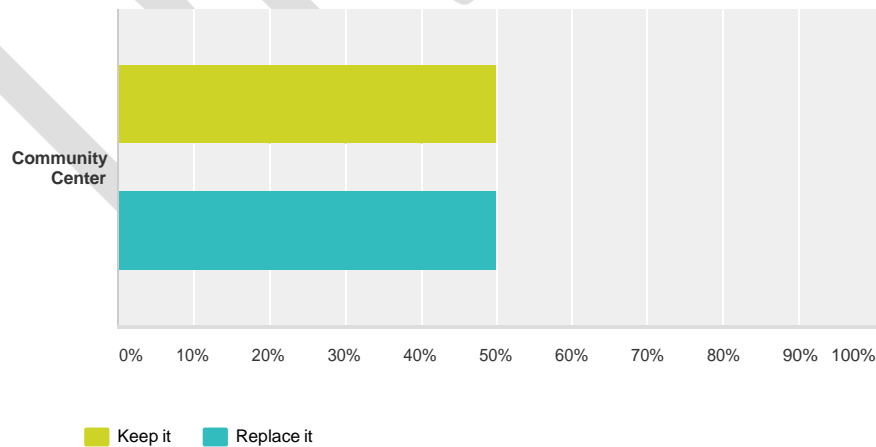
3.4.1 ARE YOU A CITY OF CARLSBAD RESIDENT?

Approximately 74% of the total respondents indicated they were residents of the City of Carlsbad. The fact that one-fourth of responses were from outside residents suggests that the communities surrounding the city are very interested in parks within Carlsbad and that the parks and recreation department has the capability to draw a large user base from outside of city limits.



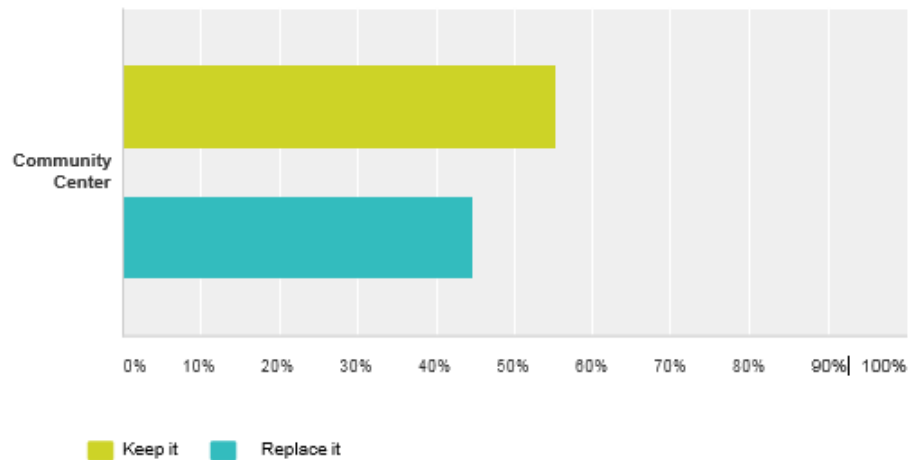
3.4.2 FROM THE ORIGINAL PARK MASTER PLAN FOR AVIARA COMMUNITY PARK, WHAT ACTION WOULD YOU LIKE TO TAKE THE PLANNED AMENITY THAT IS CURRENTLY UNDEVELOPED?

There was an even split among survey respondents on whether to keep or replace the community center in the Aviara Community Park.



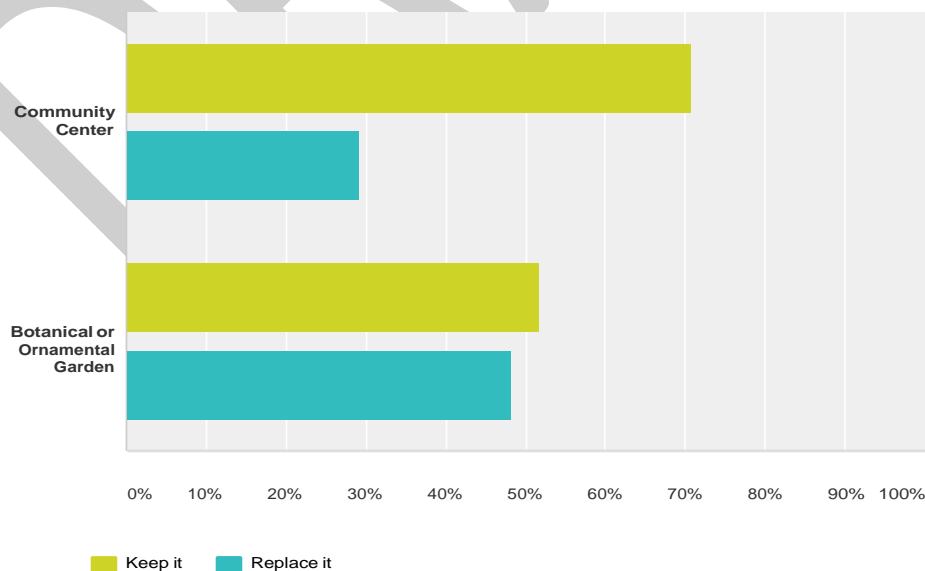
3.4.3 RESIDENTS ONLY: FROM THE ORIGINAL PARK MASTER PLAN FOR AVIARA COMMUNITY PARK, WHAT ACTION WOULD YOU LIKE TO TAKE THE PLANNED AMENITY THAT IS CURRENTLY UNDEVELOPED?

Among residents surveyed, there was a slightly higher preference than the overall responses to keep the existing community center at Aviara Community Park, with just over 55% reporting they would like it to remain in the park.



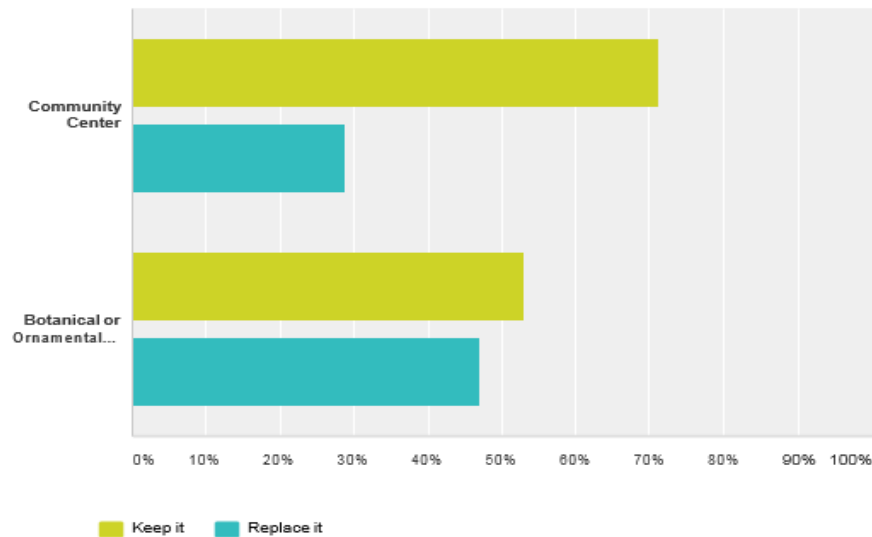
3.4.4 FROM THE ORIGINAL PARK MASTER PLAN FOR PINE AVENUE COMMUNITY PARK, WHAT ACTION WOULD YOU LIKE TO TAKE FOR EACH OF THE PLANNED AMENITIES THAT ARE CURRENTLY UNDEVELOPED?

Just over 70% of those surveyed would like for the current community center to remain at Pine Avenue Community Park, while there was a nearly even split on whether to keep or replace the botanical / ornamental garden.



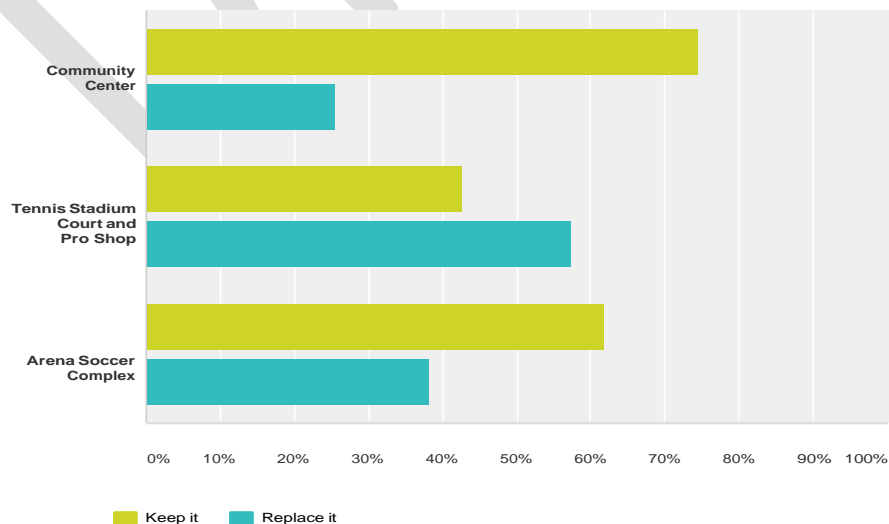
3.4.5 RESIDENTS ONLY: FROM THE ORIGINAL PARK MASTER PLAN FOR PINE AVENUE COMMUNITY PARK, WHAT ACTION WOULD YOU LIKE TO TAKE FOR EACH OF THE PLANNED AMENITIES THAT ARE CURRENTLY UNDEVELOPED?

When filtered to represent only respondents that are residents of Carlsbad, the results are very similar to the overall responses. Approximately 71% of residents surveyed would like to keep the existing community center, while just over 53% of residents would like for the botanical / ornamental garden to remain at the site.



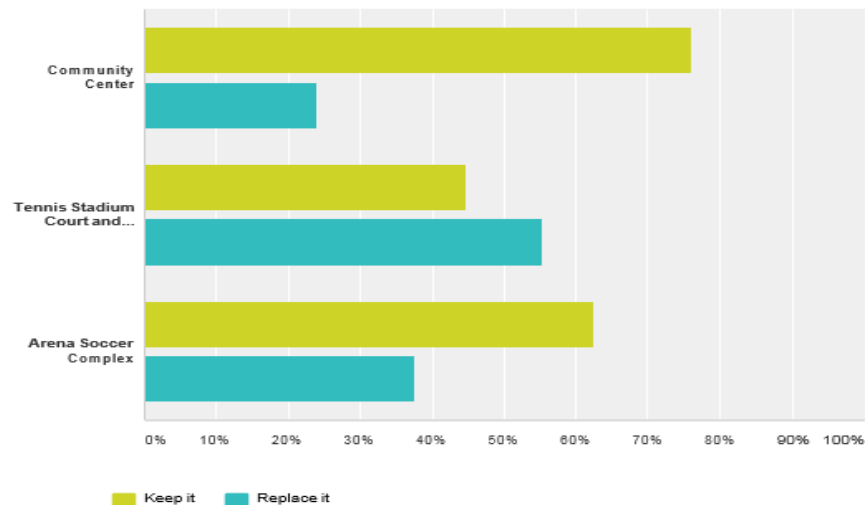
3.4.6 FROM THE ORIGINAL PARK MASTER PLAN FOR POINSETTIA COMMUNITY PARK, WHAT ACTION WOULD YOU LIKE TO TAKE FOR EACH OF THE PLANNED AMENITIES THAT ARE CURRENTLY UNDEVELOPED?

Of the three amenities in question, the community center and the arena soccer complex both reflected a preference to remain in place among respondents, with 75% and 62%, respectively, of responses suggesting to “keep it”. On the other hand, the tennis stadium court and gift shop received nearly 58% of responses voting to “replace it”.



3.4.7 RESIDENTS ONLY: FROM THE ORIGINAL PARK MASTER PLAN FOR POINSETTIA COMMUNITY PARK, WHAT ACTION WOULD YOU LIKE TO TAKE FOR EACH OF THE PLANNED AMENITIES THAT ARE CURRENTLY UNDEVELOPED?

The preferences of residents for what action to take for planned amenities at Poinsettia Community Park closely reflect the overall survey results. An even 76% of residents surveyed would like to keep the existing community center and just over 62% would like to keep the arena soccer complex onsite, while approximately 55% residents would like for the tennis stadium court and pro shop to be replaced.



CHAPTER FOUR – PROGRAM AND AMENITY NEEDS DEVELOPMENT

4.1 FACILITY/AMENITY AND PROGRAM PRIORITY RANKINGS

As a part of the City of Carlsbad's *Needs Assessment and Comprehensive Action Plan* in 2013, the consultant team completed priority rankings of facilities / amenities and programs within the city. The purpose of the facility/amenity and program priority rankings is to provide a prioritized list of facility/amenity needs and recreation program needs for the community served by the department.

This rankings model evaluated both quantitative and qualitative data. Quantitative datum includes the statistically reliable community survey, which asked residents to list unmet needs and rank their importance. Qualitative datum includes resident feedback obtained from community input and demographics and trends.

A weighted scoring system was used to determine the priorities for parks & recreation facilities/amenities and recreation programs. For instance as noted below, a weighted value of three for the unmet desires means that out of a total of 100 percent, unmet needs make up 30 percent of the total score. Similarly, importance ranking also makes up 30 percent, while consultant evaluation makes up 40 percent of the total score, thus totaling 100 percent.

This scoring system considers the following:

- Statistically reliable community survey
 - Unmet needs for facilities and recreation programs – this is used as a factor from the total number of households mentioning whether they have a need for a facility/program and the extent to which their need for facilities and recreation programs has been met. Survey participants were asked to identify this for 25 different facilities/amenities and 23 recreation programs.
 - Importance ranking for facilities – this is used as a factor from the importance allocated to a facility or program by the community. Each respondent was asked to identify the top four most important facilities and recreation programs.
- Consultant evaluation
 - Factor derived from the consultant's evaluation of program and facility priority based on survey results, demographics, trends and overall community input.

The weighted scores were as follows:

- 60 percent from the statistically reliable community survey results.
- 40 percent from consultant evaluation using demographic and trends data, community focus groups and public meetings, and levels of service.

These weighted scores were then summed to provide an overall score and priority ranking for the system as a whole. The results of the priority ranking were tabulated into three categories: high priority (top third), medium priority (middle third) and low priority (bottom third).

The combined total of the weighted scores for community unmet needs, community importance, and consultant evaluation is the total score based on which the facility/amenity and program priority is determined.

As seen below, family picnics areas – covered and uncovered, outdoor swimming pools, botanical or ornamental gardens, community gardens and amphitheater are the top five highest facility/amenity priorities in Carlsbad.

Carlsbad Facility/Amenity Priority Rankings	
	Overall Ranking
Family picnic areas - covered and uncovered	1
Outdoor swimming pools	2
Botanical or ornamental gardens	3
Community gardens	4
Off leash dog parks	5
Amphitheater	6
Playground Equipment	7
Dining / retail	8
Senior center (age 50+)	9
Youth multi purpose fields	10
Multigenerational community center	11
Disc golf course	12
Adult multi purpose fields	13
Adventure facility (rock wall, ropes course)	14
Tennis courts	15
Conference / trade shows / training centers	16
Concessions	17
Skateboard parks	18
Teen center	19
Arena / speed soccer	20
Outdoor basketball courts	21
Synthetic turf fields	22
Outdoor pickleball courts	23
BMX park	24
Radio controlled aircraft fields	25

As seen below, adult fitness and wellness programs, culinary arts (cooking, baking, etc.), adult sports programs, cultural arts programs and city sponsored community special events are the top five highest program priorities in Carlsbad.

Carlsbad Program Priority Rankings	
	Overall Ranking
Adult fitness and wellness programs	1
Culinary arts (cooking, baking, etc.)	2
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	3
Adult sports programs	4
Cultural arts programs	5
City sponsored special events	6
Dancing	7
Outdoor skills / adventure programs	8
Youth sports programs	9
Senior programs	10
Dog training	11
Tennis programs	12
Environmental education programs	13
Youth summer camp programs	14
Youth fitness and wellness programs	15
Preschool programs	16
Teen programs	17
Unstructured indoor play	18
Before and after school programs	19
Martial arts programs	20
Gymnastics and tumbling programs	21
Programs for individuals with disabilities	22
Full service party planning	23

CHAPTER FIVE – UPDATED SITE MAPS AND PARK CONCEPT PLANS

5.1 SUMMARY OF CHANGES TO PARK MASTER PLANS

5.1.1 AVIARA COMMUNITY PARK

A proposed community center (featuring meeting rooms, multifunction space, and banquet facilities) is the final element yet to be realized from the 2001 master plan.

Based on extensive community input, needs assessment findings, and priority rankings, staff and the consulting team recommends:

- A large passive outdoor community gathering space including landscaped areas, walkways, a small amphitheater, decorative seat walls, fire pit(s), family picnic areas, and a small community room with a warming kitchen complete with food and beverage service.
- This will leverage the location and the views afforded from it in the best way possible to allow for broad community use and also address the needs assessment priority for a family picnic area and an amphitheater in the community.

5.1.2 PINE AVENUE COMMUNITY PARK

Originally master planned in 2002 and revised in 2010 and again in 2011, the remaining elements yet to be realized include a community center/gymnasium and a botanical/ornamental garden.

Based on extensive community input, needs assessment findings, and priority rankings, staff and the consulting team recommends:

- Expand on the original community center concept to include a two story, approximately 20,000 sq. ft. multiuse and multigenerational facility. This will feature indoor recreational space, teen and fitness space, an activity center, a lounge, offices, storage, and an outdoor rooftop sport court space.
- Thus, in combination with the senior center, the Pine Avenue community park area will now offer a true multi-generational experience which has been the focus of the needs assessment report's recommendations as well as reflects nation-wide best practices.
- A landscaped botanical/ornamental garden with a fountain, walkways, seating, decorative elements and community gathering areas, including a raised bed community garden similar to the new Calavera Schoolhouse Community Garden.

5.1.3 POINSETTIA COMMUNITY PARK

The remaining elements yet to be realized from the 1992 master plan include a tennis clubhouse, a tournament court, warm up wall, community center/gymnasium, playground and an enclosed soccer arena.

Based on extensive community input, needs assessment findings, and priority rankings, staff and the consulting team recommends:

- Replace clubhouse, tournament court, and warm up wall with an expanded, two story, and multiuse, multigenerational community recreation center (consistent with big idea #1 as described in the 2013 needs assessment). This will be located at the entrance of the park, thus creating a true signature facility and a sense of destination at Poinsettia Community Park.

- Expand proposed multiuse sports arena to include soccer, futsal, field hockey and lacrosse.
- Co-locate two separate playground areas (existing plus one new) into one, featuring customized playground equipment for children ages 2-5 years, and 5-12 years.
- Add an off leash dog park in an underutilized portion towards the center of the park, with separate fenced-in areas to accommodate both large and small dogs.

The short term action plan states that the department should complete a feasibility study/business plan on the potential for programming, partnering, financial projections, 5 year pro-forma and operational indicators of success for the proposed indoor, multipurpose, multigenerational community center, and if found feasible, commence development within that same timeframe. Funding has been identified in the current fiscal year 2014-15 CIP budget to conduct this study.



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5.2 SITE INVENTORY AND ANALYSIS

The original master plans, site inventory (conducted during the needs assessment) and proposed concept plans for each of the three parks are presented in this section. The detailed cost breakdowns are presented in the Appendix of this report.

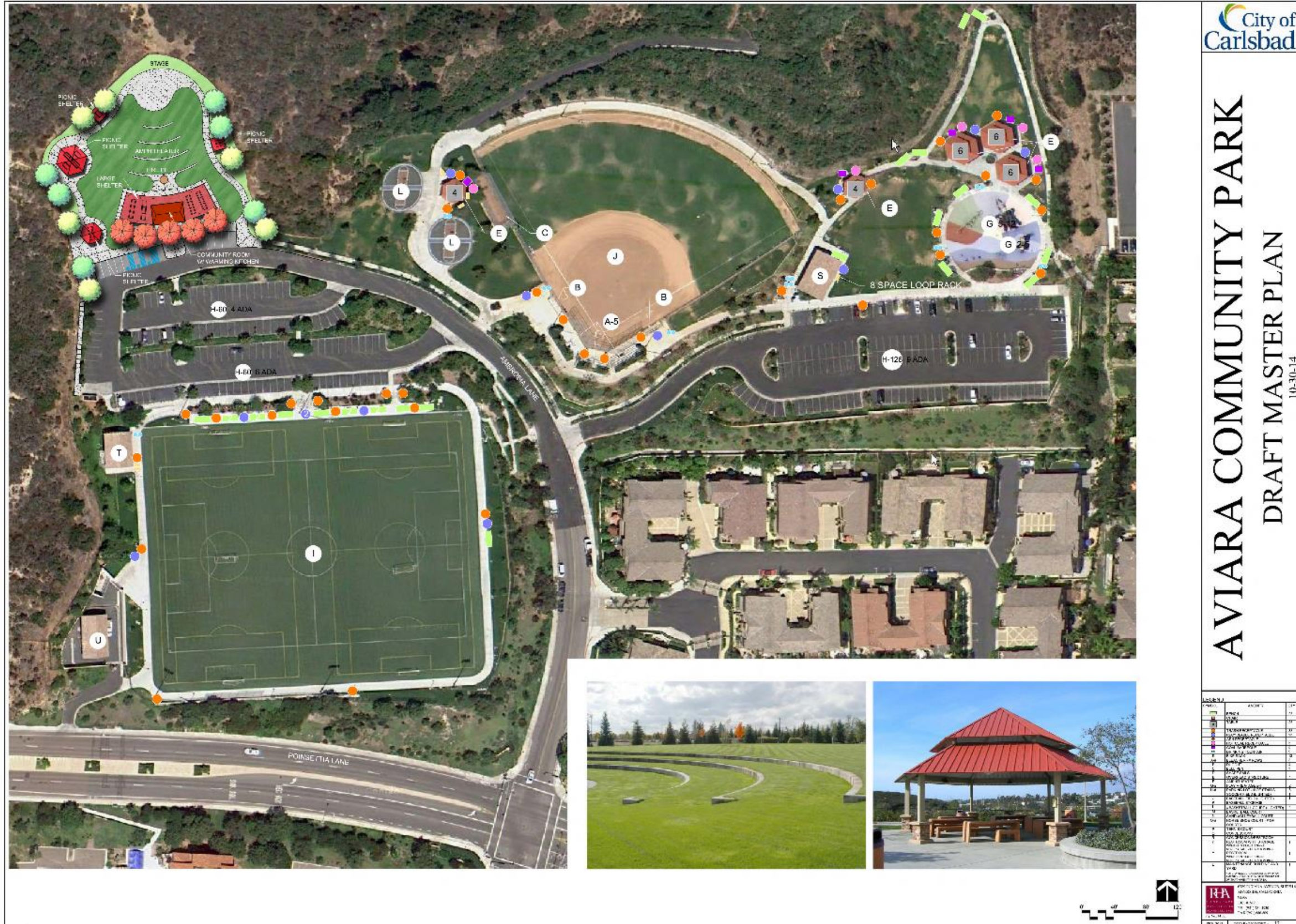
5.2.1 AVIARA COMMUNITY PARK ORIGINAL MASTER PLAN



5.2.2 AVIARA COMMUNITY PARK SITE INVENTORY



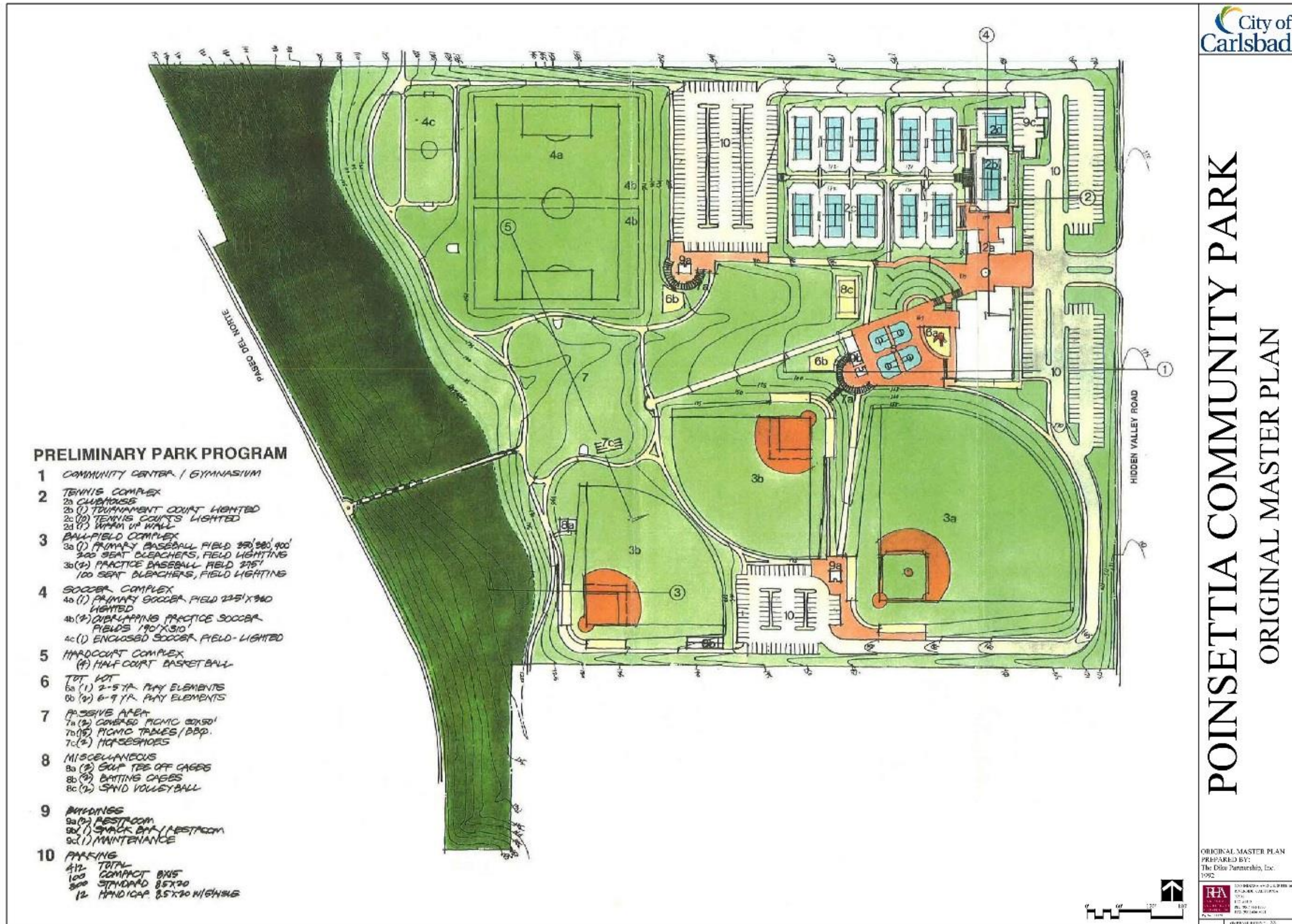
5.2.3 AVIARA COMMUNITY PARK CONCEPT PLAN



5.2.5 PINE AVENUE COMMUNITY PARK SITE INVENTORY



5.2.7 POINSETTIA COMMUNITY PARK ORIGINAL MASTER PLAN



5.2.8 POINSETTIA COMMUNITY PARK SITE INVENTORY



5.2.9 POINSETTIA COMMUNITY PARK CONCEPT PLAN



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CHAPTER SIX – PARTNERSHIPS AND OPERATIONS

Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a nonprofit and a public agency, or a private business and a public agency. Two or more partners could jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities and asset management, based on the strengths and weaknesses of each partner. This could be an avenue for existing facilities in and around the Carlsbad area, or for facilities potentially developed in the future e.g. the multipurpose, multigenerational community recreation center.

A key focus on implementing some of the signature recommendations of the needs assessment included within these park master plan updates is the development of viable partnerships: public / public, public / private and public / not-for-profit. In the current economic times within increasing competition, effective partnership models would be the most effective tool to ensure long-term financial sustainability and greater ability to serve the community's needs.

A relevant example includes the multi-use, multigenerational community center – the Muskingum Recreation Center being developed in Zanesville, Ohio which is a partnership between the Muskingum County Community Foundation (MCCF), the Muskingum Family Y (MFY), Genesis HealthCare System and Ohio University Zanesville (OUZ) (<http://www.muskingumrecreationcenter.org/>).



CHAPTER SEVEN – CONCLUSION

To be completed after Draft report approval.

DRAFT

APPENDIX A PARK INVENTORY
CARLSBAD FACILITIES INVENTORY

AVIARA COMMUNITY PARK



PINE AVENUE PARK



**CITY OF
CARLSBAD**
Parks & Recreation
*Parks and Facilities
Inventory*

**PINE AVENUE
PARK**

LEGEND

SYMBOL	AMENITY	QTY
	BENCH	12
	CHAIR	
	TABLE	9
	TRASH RECEPTACLE	15
	RECYCLABLE RECEPTACLE	4
	ASH RECEPTACLE	
	HOT COAL RECEPTACLE	1
	COAL BARBEQUE	4
	DRINKING FOUNTAIN	1
	BIKE RACK	12
	BLEACHER - # ROWS	2
	DUGOUT	2
	BULL PEN	1
	SHADE SAILS	2
	OVERHEAD STRUCTURE	
	AMPHITHEATER	1
	PLAY AREA- AGE ##	1
	PARKING LOT - # OF STALLS	2
	SOCCER FIELD	1
	BASEBALL FIELD (LIGHTED)	1
	BASEBALL STORAGE	2
	1/2 BASKETBALL COURT (LIGHTED)	2
	BASKETBALL COURT	
	SAND VOLLEYBALL COURT	
	HORSE SHOE COURT - # OF COURTS	
	TENNIS COURT	
	CONCESSIONS	
	CONCESSIONS/RESTROOM	
	RESTROOM WOMENS: 2 STALLS, 1 SINK MENS: 1 STALL, 1 URINAL, 1 SINK	1



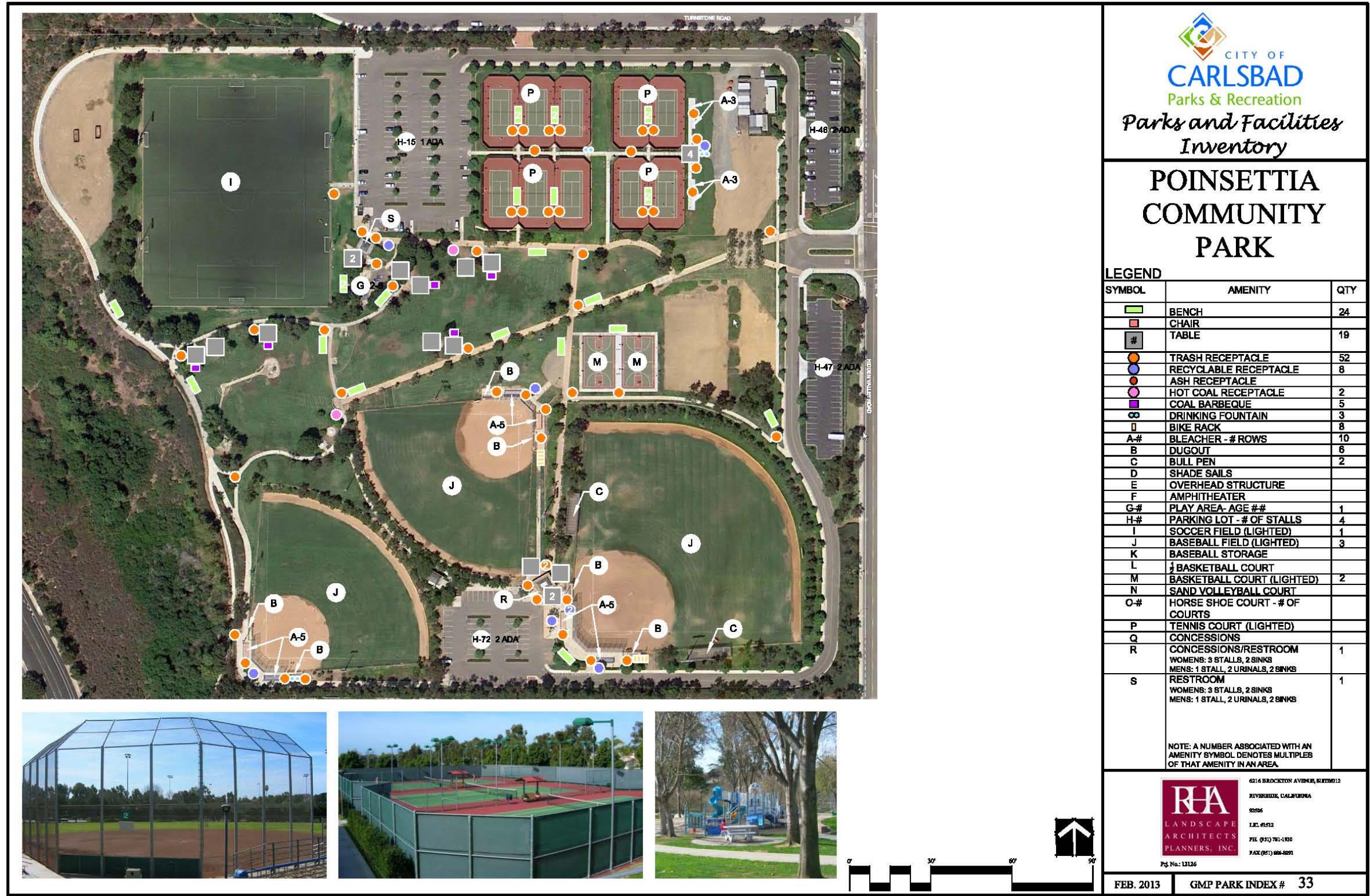
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FEB. 2013

GMP PARK INDEX # 14

POINSETTIA COMMUNITY PARK



APPENDIX B INDIVIDUAL PUBLIC MEETING RESPONSES

AVIARA COMMUNITY PARK INDIVIDUAL RESPONSES

AVIARA COMMUNITY PARK MASTER PLAN - 1

- Would you like to see changes to the current Master Plan or have it remain the same?
 - See changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Community gardens – they are an excellent and simple way to create a more sustainable community; they are great for intergenerational activities and there remains demonstrated need with over 100 people on the waiting list for garden plots.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - I think a community center should be placed at either Aviara or Poinsettia but one not likely need at both. While each park should provide basic park activities (basketball court/tennis court, community garden, green space, playground, restrooms etc.) each park should also have a different specialty focus. (Tennis facilities at Poinsettia.)
- Additional Comments:
 - Every Park should set aside some space for community gardening to serve the local neighborhood need; every park should make an effort to highlight environmental educational programming relevant to the park site.

AVIARA COMMUNITY PARK MASTER PLAN - 2

- Would you like to see changes to the current Master Plan or have it remain the same?
 - I would like to see community gardens in each of our city parks.
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Gardening is a highly regarded recreation that provides for a higher quality of life in our community. A cross generational activity that contributes a highest best use of our park facilities.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Both our Smerdu and Calavera Hills Schoolhouse Community gardens provide environmental education for thousands of our school children, teachers and community at large.
- Additional Comments:
 - We live in the world's best locations for enhancing biodiversity and growing gardens. Carlsbad has the opportunity to be the world leaders as a city of gardens.

AVIARA COMMUNITY PARK MASTER PLAN - 3

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Make all paths wide enough to be multi-use: bikes, roller blades, etc. Current paths are too narrow for that.
 - Build a bike skills park in place of community center and/or maintenance yard
 - Add bike paths parallel to all roads (if multi-use path is not there).
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - More bike racks. 13 bike racks vs 271 parking spaces is woefully inadequate. Provide at least 50 bike racks and disburse them. Need bike racks near the soccer fields.
- Additional Comments:
 - Add solar panel shade structures like Algg norte
 - Add new parks in SE quadrant. Veteran's Park is 7 miles from my home. Old La Costa needs more parks. There are many vacant lots that could be made into Parks.

AVIARA COMMUNITY PARK MASTER PLAN - 4

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Yes, we would like to see a change
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Bike park/bmx mountain bike skills area
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - We like very close to the park and visit it weekly. We would love to see a bike park
- Additional Comments:

AVIARA COMMUNITY PARK MASTER PLAN - 5

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes to the Master plan
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Pickleball venue
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Many of the items on the new list have been met this past year. Ex. Swimming pool, dog park community garden
- Additional Comments:
 - I believe both players and businesses within Carlsbad can benefit from availability of a Pickleball venue in Carlsbad.

AVIARA COMMUNITY PARK MASTER PLAN - 6

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Outdoor Pickleball courts
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - We have new community gardens, dog park, outdoor swimming, teen center could be held at existing school facility. Priority 1 could be placed on current parks and no extra space needed. Outdoor Pickleball courts should be ranked above tennis and there are multiple tennis courts and no Pickleball courts.
- Additional Comments:
 - In looking at the facility priority, several could be combined. Pickleball is a multi-generational sports for all ages. This is not a trend, but here to stay. Carlsbad is behind in gathering recognition of tournament ready Pickleball courts.

AVIARA COMMUNITY PARK MASTER PLAN - 7

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Make changes to include Pickleball.
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Move Pickleball to a top Priority
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Pickleball is America's fastest growing sport. Currently there are hundreds of Pball tournaments played throughout the U.S. SoCal is a hot bed for tournaments as well as recreational play. These events bring hundreds of players from throughout the U.S. They stay for vacations, they solicit businesses. Hotels, restaurants, rental cars, gas etc. Developing a venue for Pickleball in Aviara or Poinsettia would be great. This sport takes 30 minutes to learn
- Additional Comments:

AVIARA COMMUNITY PARK MASTER PLAN - 8

- Would you like to see changes to the current Master Plan or have it remain the same?
- Based on the priority rankings, what amenities would you like to see added to the park?
 - I would like to see open spaces used for botanical or ornamental gardens
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - BMX has no business within city limits, they are noisy and have exhaust pollutants.
- Additional Comments:
 - I think that the lack of attendance to these important meetings is an indication that residents don't really care that much about the parks in this area.

AVIARA COMMUNITY PARK MASTER PLAN - 9

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Community Center
- Based on the priority rankings, what amenities would you like to modify or renovate?

- Additional Comments:

AVIARA COMMUNITY PARK MASTER PLAN - 10

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Yes we need changes to an old master plan
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Pickleball is the new trend we need. Carlsbad needs permanent courts.
- Based on the priority rankings, what amenities would you like to modify or renovate?

- Additional Comments:

AVIARA COMMUNITY PARK MASTER PLAN - 11

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Yes, I would like to see changes.
- Based on the priority rankings, what amenities would you like to see added to the park?
 - I think it would be great for the city of Carlsbad to have a bike park. This would bring something to our community that not many cities have.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Nothing. The plans are great just would like to add a bike park.
- Additional Comments:
 - Great city! Love working in this city.

AVIARA COMMUNITY PARK MASTER PLAN - 12

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Yes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - BMX mountain bike skills area
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - None. The park is great. We want to add a bike area.
- Additional Comments:
 - Carlsbad is a great city. We need safe areas for people for all ages to ride bikes.

AVIARA COMMUNITY PARK MASTER PLAN - 13

- Would you like to see changes to the current Master Plan or have it remain the same?
 - There is not much room left to change anything
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Possible exercise sports around the park where one could walk around the perimeter – possibly stop for sit-ups/pull ups
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Good idea to have community center – and of course usage would be multi-generational I assume
- Additional Comments:
 - This is off subject, but why are elementary school playgrounds included in park usage? They are always locked – weekends, after-school, and during summer.

AVIARA COMMUNITY PARK MASTER PLAN - 14

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Build amphitheater where existing unfinished open space
- Based on the priority rankings, what amenities would you like to see added to the park?
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - City could obtain revenue by booking concerts, plays in amphitheater

PINE AVENUE COMMUNITY PARK INDIVIDUAL RESPONSES

PINE AVENUE COMMUNITY PARK MASTER PLAN - 1

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Remain the same
- Based on the priority rankings, what amenities would you like to see added to the park?
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - Be sensitive to the homes across Pine Park – on Madison – They are family homes

PINE AVENUE COMMUNITY PARK MASTER PLAN - 2

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Same
- Based on the priority rankings, what amenities would you like to see added to the park?
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:

PINE AVENUE COMMUNITY PARK MASTER PLAN - 3

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Remain the same
- Based on the priority rankings, what amenities would you like to see added to the park?
 - When finishing the community gate, consider having an expanded kitchen for culinary arts classes
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - N/A
- Additional Comments:
 - Finish the Park ASAP
 - No community gardens

PINE AVENUE COMMUNITY PARK MASTER PLAN - 4

- Would you like to see changes to the current Master Plan or have it remain the same?
 - No changes to master plan
 - Ornamental Garden
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Family picnic Area,
 - Botanical ornamental garden
 - Off leash dog park
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Add culinary arts to the senior center or add to community center
- Additional Comments:
 - No community gardens
 - No ball fields
 - No pools

PINE AVENUE COMMUNITY PARK MASTER PLAN - 5

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Community center to include basketball court and teen center
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Multi-use fields used for soccer, baseball, football, LAX etc.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Update the field turf
- Additional Comments:

PINE AVENUE COMMUNITY PARK MASTER PLAN - 6

- Would you like to see changes to the current Master Plan or have it remain the same?
 - I believe the master plan is a good starting point to move forward
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Dog park
 - Community/botanical garden
 - Indoor community center
 - Family covered picnic areas
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Add and renovate play equipment
- Additional Comments:
 - I believe community center would have a chance to benefit all different age group. Being in proximity of senior center, it would add to amenities targeting 55+ age group as well as youth; Having younger generation (and kids) interacting with seniors in community could potentially enrich quality of life of entire community

PINE AVENUE COMMUNITY PARK MASTER PLAN - 7

- Would you like to see changes to the current Master Plan or have it remain the same?
- Based on the priority rankings, what amenities would you like to see added to the park?
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - Would love to see either indoor (preferable) or outdoor Pickleball courts 'somewhere' in Carlsbad. We are currently using the gym at Calavera Hills which is fine but as the 'fastest' growing sport in America' we are soon going to outgrow this facility. As for demographics, this sport is attracting everyone from teenagers to seniors (80+ yrs!). Currently we have pickleballers coming to Calavera from La Galla, San Marcos and Vista just to have a court on which to play. Clearly they are in demand. Carlsbad should be one of the leaders in getting courts established

PINE AVENUE COMMUNITY PARK MASTER PLAN - 8

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Change
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Outdoor Pickleball courts – Sports courts. Based on size and fastest growing segment – active adults as well as, cost and other convertible uses
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:

PINE AVENUE COMMUNITY PARK MASTER PLAN - 9

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Change
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Pickleball courts (outdoor) – currently there is limited indoor pickleball play at Calvera community center – difficult to see the court lines, a growing sport for active seniors and youth
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:

PINE AVENUE COMMUNITY PARK MASTER PLAN - 10

- Would you like to see changes to the current Master Plan or have it remain the same?
 - A pool would be my #1 priority and that would require a change
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Given that there may not be a good space for a swimming pool, I would like the garden area to be a little jewel for walking, with low-water plants, good lighting for safety and plenty of benches.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - The current playground is great, but there are often not enough swings and equipment – especially for kids above toddler level. It doesn't need to be standard playground equipment – sand, gardens – like a butterfly garden are great spaces for young and old
- Additional Comments:
 - Thanks for your efforts!

PINE AVENUE COMMUNITY PARK MASTER PLAN - 11

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Change
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Pickleball courts should be included
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - None
- Additional Comments:

PINE AVENUE COMMUNITY PARK MASTER PLAN - 12

- Would you like to see changes to the current Master Plan or have it remain the same?
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Fitness and wellness programs for all ages
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Modify fitness and wellness for all ages to include programs for pickleball courts. This is a growing sport for all ages – PE classes in secondary schools offer it. Since this area has many youth (Boys and Girls club – Parks and Rec) programs could be offered – low cost sport. Also, many adults are becoming interested in this sport.
- Additional Comments:
 - Other city parks could perhaps provide courts but this area could be well served with such a facility.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 13

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Yes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - I would like to see a Mexican playa located on the Pine Park empty lot. This is the birthplace of Carlsbad and needs to have a higher priority in this quadrant. The Barrio lost Holiday Park when the highway came in.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - This could be a playa with benches and as a meeting area for neighborhood residents. Furniture and art could have a Spanish influence with trees etc. A neighborhood ornamental garden could be located adjacent to the playa.
- Additional Comments:
 - This isn't going to be designated by any other neighborhood in the city and therefore will always have a low priority. It is up to the city to say this is an important part of our heritage and merits special consideration.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 14

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Change
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Community garden with seating areas
 - Pickleball courts
 - Handball Courts
 - Outdoor heated pool
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - No ornamental gardens – community gardens instead
 - Pool where community center is planned
 - Pickleball courts where community garden is
 - Handball courts at the West end Multi-use field
- Additional Comments:
 - Swimming pool – for people to walk to. Madison is too far away. This park is in old Carlsbad and even through it is a park for the whole city, it should reflect the style and needs of the N.W. quadrant – an older population. We already have the ball field for the youth, a senior center that acts as a community center for adults and a Boys and Girls club for youth. Pickleball – growing need for senior sports, hand ball walls – seniors playing solitary games on wall.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 15

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Small changes as below
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Larger community center – 20,000 square feet
 - Move to ornamental garden area- more garden to corner of Pine and Harding
 - Pickleball courts
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Consider moving community center to Holiday park as it's a noisy park and that's an inside amenity
- Additional Comments:
 - Bring Holiday Park and chase field into plan

PINE AVENUE COMMUNITY PARK MASTER PLAN - 16

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Change please
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Pickleball courts – dedicated outdoor
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Where the ornamental garden is slated, change to Pickleball courts. With the draught situation, most landscapes are going barren.
 - Pickleball players can bring revenue to the village restaurants
- Additional Comments:
 - Pickleball is a growing sport here to stay, not a trend. Schools have added to recreation curriculum. Tennis players are switching over to it. It is a multi-generational sport

PINE AVENUE COMMUNITY PARK MASTER PLAN - 17

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Yes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Community garden- wait list is 105 and growing
 - Community center with flexible, changeable space for multiple uses
 - Solar lighting and power
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Modify the plan for an ornamental garden to a food garden on combo of both food gardens and multi-generational, exercise and food-plus educational ornamental gardens are none of those. (kids don't care about roses)
 - No skateboard park
- Additional Comments:
 - For more information on Community Gardens in Carlsbad please contact the Carlsbad Community Garden collaborative www.carlsbadcommunitygardens.org.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 18

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Would love to see outdoor Pickleball courts. Dedicated courts.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - The empty lot where the garden was planned would work.
- Additional Comments:
 - This is the fastest growing sport in the U.S. for youtg and old. Super fun.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 19

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Based on the priority rankings, what amenities would you like to see added to the park?
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - More playground amenities used as swings and other things for small children currently there are too few.
- Additional Comments:
 - A swimming pool that Residents could easily walk to would be wonderful.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 20

- Would you like to see changes to the current Master Plan or have it remain the same?
 - PLEASE give us what was agreed on!!
- Based on the priority rankings, what amenities would you like to see added to the park?
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - Homeowners on Madison St. need and want their quality of life.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 21

- Would you like to see changes to the current Master Plan or have it remain the same?
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Community center – bigger in the dirt lots
 - Pickleball
 - Community garden
 - On more soccer field
 - Continuous running path with fitness obstacles
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - Or build community center at holiday park where it would be quieter for everyone

PINE AVENUE COMMUNITY PARK MASTER PLAN - 22

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Remain the same
- Based on the priority rankings, what amenities would you like to see added to the park?
 - #1 is good. Family picnic area covered/uncovered
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - No community gardens
 - Latin oriented gazebo/square
 - Historical – as this is the oldest park of C.B.
 - How we can raise \$.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 23

- Would you like to see changes to the current Master Plan or have it remain the same?
 - I would like to see the original plan implemented soon
- Based on the priority rankings, what amenities would you like to see added to the park?
 - The community center should have a place where local organizations could be held without cost. Residents who paid for facilities like the senior center should not have to
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Lets get the ornamental garden done!
- Additional Comments:
 - Under the new housing elements, densities will increase. We need to plan for this.

PINE AVENUE COMMUNITY PARK MASTER PLAN - 24

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Still not familiar with overall decisions made concerning MP. Would like to see Pine Park and community center completed.
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Skate park – current skate parks are over utilized and overcrowded, a small skate park would take up less space than a tennis court but accommodate many more people.
 - Bridge/underpass so park can be accessed from West side of railroad tracks
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Skate park at safety center needs renovation
 - Add Skate Park to Pine Park
 - Bridge/underpass across railroad at Chestnut to access park and beach
 - Community center
- Additional Comments:

PINE AVENUE COMMUNITY PARK MASTER PLAN - 25

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Approx. the same
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Botanical/ornamental garden – yes! Trees with seating and variable. Some mounding rather than just flatness.
 - Good lighting – water perishable plants with small areas of grass. Use of recycled water,
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Use of color with bougainvilleas and geraniums as they use little water
 - Added playground equipment
- Additional Comments:
 - Thank you for your consideration
 - No more sports fields, no community gardens

PINE AVENUE COMMUNITY PARK MASTER PLAN - 26

- Would you like to see changes to the current Master Plan or have it remain the same?
 - No changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - The rankings shown do not necessarily address the needs of the Community – parks is very small and half is already taken up by playing fields
 - Ornamental gardens with gazebo, small water park – roses, benches would be welcomed and considered
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - I would like to see a more passive green park – a place where residents can visit, sit, relax, meditate, contemplate, family picnic areas
- Additional Comments:
 - Being the oldest part of Carlsbad and the beginnings of the city – more consideration should be given to the history, culture and should have special attention with more emphasis on the Hispanic history and culture of the area.

POINSETTIA COMMUNITY PARK INDIVIDUAL RESPONSES

POINSETTIA COMMUNITY PARK MASTER PLAN - 1

- Would you like to see changes to the current Master Plan or have it remain the same?
- Based on the priority rankings, what amenities would you like to see added to the park?
 - An adult obstacle course
 - Dg paths
 - Gymnasium with senior fitness, yoga, youth adult BB, dancing.
 - Indoor soccer
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Fix tennis court with too much grade
- Additional Comments:

POINSETTIA COMMUNITY PARK MASTER PLAN - 2

- Would you like to see changes to the current Master Plan or have it remain the same?
 - No to tennis pro shop (people buy these items online) use area for Pickleball
- Based on the priority rankings, what amenities would you like to see added to the park?
 - 16 dedicated permanent lighted Pickleball courts
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:

POINSETTIA COMMUNITY PARK MASTER PLAN - 3

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Generally remains the same
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Add community garden
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Reuse indoor soccer area – 4c. Replace with community garden
- Additional Comments:

POINSETTIA COMMUNITY PARK MASTER PLAN - 4

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes to plan
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Outdoor dedicated Pball courts
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - No more tennis courts and community centers

POINSETTIA COMMUNITY PARK MASTER PLAN - 5

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Add Pickleball –outdoor (not on tennis court)
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Add Pickleball
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Add Pickleball, remove stadium tennis court
- Additional Comments:
 - Seniors need some park space too!

POINSETTIA COMMUNITY PARK MASTER PLAN - 6

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes
- Based on the priority rankings, what amenities would you like to see added to the park?
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Updated play structure equipment: swings, longer area etc. Update bathrooms
- Additional Comments:

POINSETTIA COMMUNITY PARK MASTER PLAN - 7

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Addition of Pickleball Courts
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Pickleball Courts
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Addition of Pickleball courts
- Additional Comments:
 - Perhaps in lieu of stadium tennis, Pickleball courts could be added. Dual use of tennis courts and Pickleball courts is not a good idea.

POINSETTIA COMMUNITY PARK MASTER PLAN - 8

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Add Pickleball courts separate from tennis courts
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Add Pickleball courts separate from tennis courts
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Add Pickleball courts separate from tennis courts
- Additional Comments:
 - Add Pickleball courts separate from tennis courts.
 - More activities for seniors

POINSETTIA COMMUNITY PARK MASTER PLAN - 9

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Complete the tennis complex and the community bldg.
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Tennis pro shop
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - To have a tennis operation similar to other parks would be ideal
- Additional Comments:

POINSETTIA COMMUNITY PARK MASTER PLAN - 10

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Complete arena soccer field
 - Add picnic tables where proposed community center is positioned
 - Add dog park instead of tennis pro shop, stadium seating
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - See above
- Additional Comments:
 - Would love to see the synthetic field renovated – its definitely in need of an upgrade when you compare the quality of Alga Norte and Aviara.

POINSETTIA COMMUNITY PARK MASTER PLAN - 11

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Would like to see changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Would love to see dedicated Pickleball Court
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - No community center and no stadium, pro shop tennis court, you could fit a number of Pickleball courts in place of the above
- Additional Comments:
 - Pickleball is the most popular sport that is upcoming at the moment. I promise you it would do very well!!

POINSETTIA COMMUNITY PARK MASTER PLAN - 12

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Would like to see changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Dedicated Pickleball courts.
 - The tennis courts are rarely completely full.
 - Instead of a tennis pro shop and stadium court, 16 Pickleball courts could be placed in that space.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Pickleball is growing at a rapid pace. Carlsbad is a great community and needs to keep up with the growing demand.
- Additional Comments:
 - With 16 Pickleball courts (instead of 4 tennis courts), 64 people can use. With 4 tennis courts, only 16 people can use.

POINSETTIA COMMUNITY PARK MASTER PLAN - 13

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Full service community center with classes for young children – karate, ballet etc.
 - Dog park
 - Covered Picnic Areas
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - New updated play equipment with swings, play surface, shade
 - Update bathrooms
- Additional Comments:

POINSETTIA COMMUNITY PARK MASTER PLAN - 14

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Some changes if supported by needs assessments and cost analysis
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Sand volleyball courts! (Relatively cost-effective)
 - Arena soccer
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - No need for community center at Aviara and Poinsettia? Perhaps draft some plans, which would allow for better input/decision. Don't need additional tennis court?
- Additional Comments:
 - Improve quality of food at Alga Norte Concessions

POINSETTIA COMMUNITY PARK MASTER PLAN - 15

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Tennis complex and community building s/b completed
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Indoor soccer can be altered (low interest in survey). Mainly the tennis court and pro shop.
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - Tennis facility can only become an income producer for the city if the pro shop facility is completed which makes a public/private operation possible

POINSETTIA COMMUNITY PARK MASTER PLAN - 16

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Would like to see changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Dedicated Pickleball courts. It is low on the priority rankings due to the mail-in surveys. The sport is in a growth spurt, thus many residents are not familiar with Pickleball. Carlsbad needs to be proactive and creative with new programming. Pickleball courts are rapidly being built in our neighboring Orange County and throughout the U.S.
- Based on the priority rankings, what amenities would you like to modify or renovate?
- Additional Comments:
 - Thank you!

POINSETTIA COMMUNITY PARK MASTER PLAN - 17

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Changes to the master plan
- Based on the priority rankings, what amenities would you like to see added to the park?
 - 16 Pickleball dedicated tournament worthy courts
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - No more tennis courts or pro shop. No community center. Ad 16 dedicated Pickleball courts.
- Additional Comments:
 - A lot of the facility/amenity priorities have already been built; others can be combined or held at other facilities. There are no Pickleball outdoor dedicated courts. We need them. It is not a trend, but here to stay.

POINSETTIA COMMUNITY PARK MASTER PLAN - 18

- Would you like to see changes to the current Master Plan or have it remain the same?
 - Minor changes to the current plan
- Based on the priority rankings, what amenities would you like to see added to the park?
 - Utilize existing open area(s) to put in Pickleball courts this can be accomplished by using one or both of the currently open/underdeveloped plots. This could be an excellent location for Carlsbad to enter into the arena of the fastest growing sport in America.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - Currently I see no need for a tennis center unless the city plans to profit from it. The use of Poinsettia park as an off leash dog park seems to be redundant. Carlsbad has two such facilities in the south part of the city in addition to numerous trails where dogs can meet and socialize.
- Additional Comments:
 - Carlsbad has the ability to have the finest recreational facilities in CA. I feel it is a shame we cannot stay in our city to enjoy the new sport that is available in Oceanside, San Marcos and Castle Creek. Aside from this issue, thanks for the great facilities you have created thus far.

POINSETTIA COMMUNITY PARK MASTER PLAN - 10

- Would you like to see changes to the current Master Plan or have it remain the same?
 - See changes
- Based on the priority rankings, what amenities would you like to see added to the park?
 - A community garden – they are an excellent and simple way to create and educate for a more sustainable community, they are great for intergenerational activities and there remains demonstrated need with over 100 people on the waiting list for garden plots.
- Based on the priority rankings, what amenities would you like to modify or renovate?
 - I think Poinsettia should highlight its tennis facilities since they are already built. Community centers might better be constructed for Aviara or Pine Park. A community garden could go in the zone where a community center is currently planned.
- Additional Comments:
 - Every park should set aside some space for community gardening to serve the local neighborhood need. Everyone should make an effort to have environmental education.

APPENDIX C ONLINE SURVEY RESPONSES

DRAFT

APPENDIX D PARTICIPATION TRENDS

NATIONAL PARTICIPATORY TRENDS ANALYSIS

Information released by Sports & Fitness Industry Association's (SFIA) 2014 Study of Sports, Fitness, and Leisure Participation reveals that the most popular sport and recreational activities include: fitness walking, treadmill, running/jogging, free weights and bicycling. Most of these activities appeal to both young and old alike, can be done in most environments, are enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect. For example, although fitness activities are mainly self-directed, people enjoy walking and biking with other individuals because it can offer a degree of camaraderie.

Fitness walking has remained the most popular activity of the past decade by a large margin. Walking participation during the latest year data was available (2013), reported over 117 million Americans had walked for fitness at least once.

From a traditional team sport standpoint, basketball ranks highest among all sports, with nearly 24 million people reportedly participating in 2013. Team sports that have experienced significant growth in participation are rugby, lacrosse, field hockey, ice hockey, gymnastics, beach volleyball, and ultimate Frisbee— all of which have experienced double digit growth over the last five years. Most recently, rugby, field hockey, and lacrosse underwent the most rapid growth among team sports from 2012 to 2013.

In the past year, there has been a slight 0.4% decrease of “inactives” in America, from 80.4 million in 2012 to 80.2 million in 2013. According to the Physical Activity Council, an “inactive” is defined as an individual that doesn't take part in any “active” sport. Even more encouraging is that an estimated 33.9% of Americans above the age of 6 are active to a healthy level, taking part in a high calorie burning activity three or more times per week.

The Sports & Fitness Industry Association (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report 2014 was utilized to evaluate national sport and fitness participatory trends. SFIA is the number one source for sport and fitness research. The study is based on online interviews carried out in January and February of 2014 from more than 19,000 individuals and households.

NOTE: In 2012, the Sports & Fitness Industry Association (SFIA) came into existence after a two-year strategic review and planning process with a refined mission statement-- “To Promote Sports and Fitness Participation and Industry Vitality”. The SFIA was formerly known as the Sporting Goods Manufacturers Association (SGMA).

NATIONAL TRENDS IN GENERAL SPORTS

Basketball, a game originating in the U.S., is actually the most participated in sport among the traditional “bat and ball” sports with almost 24 million estimated participants. This popularity can be attributed to the ability to compete with relatively small number of participants, the limited amount of equipment needed to participate, and the limited space requirements necessary – the last of which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

As seen in **Figure 8**, since 2008, squash and other niche sports like lacrosse and rugby have seen strong growth. Squash has emerged as the overall fastest growing sport, as it has seen participation levels rise

by nearly 115% over the last five years. Based on survey findings from 2008-2013, rugby and lacrosse have also experienced significant growth, increasing by 80.9% and 66% respectively. Other sports with notable growth in participation over the last five years were field hockey (31.4%), ice hockey (27.9%), gymnastics (25.1%), and beach volleyball (18.5%). From 2012 to 2013, the fastest growing sports were rugby (33.4%), field hockey (19.2%), lacrosse (12.8%), and squash (9.6%). During the last five years, the sports that are most rapidly declining include wrestling (45.2% decrease), touch football (down 32%), and slow pitch softball (28.9% decrease).

In terms of total participants, the most popular activities in the general sports category in 2013 include basketball (23.7 million), tennis (17.7 million), baseball (13.3 million), outdoor soccer (12.7 million), and slow pitch softball (6.9 million). Although three out of five of these sports have been declining in recent years, the sheer number of participants demands the continued support of these activities.

National Participatory Trends - General Sports											
Activity	Participation Levels						% Change				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Baseball	15,539	14,429	14,198	13,561	12,976	13,284	2.4%	-2.0%	-6.4%	-7.9%	-14.5%
Basketball	26,108	25,131	25,156	24,790	23,708	23,669	-0.2%	-4.5%	-5.9%	-5.8%	-9.3%
Cheerleading	3,192	3,070	3,134	3,049	3,244	3,235	-0.3%	6.1%	3.2%	5.4%	1.3%
Field Hockey	1,122	1,092	1,182	1,147	1,237	1,474	19.2%	28.5%	24.7%	35.0%	31.4%
Football, Flag	7,310	6,932	6,660	6,325	5,865	5,610	-4.3%	-11.3%	-15.8%	-19.1%	-23.3%
Football, Tackle	7,816	7,243	6,850	6,448	6,220	6,165	-0.9%	-4.4%	-10.0%	-14.9%	-21.1%
Football, Touch	10,493	9,726	8,663	7,684	7,295	7,140	-2.1%	-7.1%	-17.6%	-26.6%	-32.0%
Gymnastics	3,975	3,952	4,418	4,824	5,115	4,972	-2.8%	3.1%	12.5%	25.8%	25.1%
Ice Hockey	1,871	2,018	2,140	2,131	2,363	2,393	1.3%	12.3%	11.8%	18.6%	27.9%
Lacrosse	1,092	1,162	1,423	1,501	1,607	1,813	12.8%	20.8%	27.4%	56.0%	66.0%
Racquetball	4,611	4,784	4,603	4,357	4,070	3,824	-6.0%	-12.2%	-16.9%	-20.1%	-17.1%
Roller Hockey	1,569	1,427	1,374	1,237	1,367	1,298	-5.0%	4.9%	-5.5%	-9.0%	-17.3%
Rugby	654	720	940	850	887	1,183	33.4%	39.2%	25.9%	64.3%	80.9%
Soccer (Indoor)	4,487	4,825	4,920	4,631	4,617	4,803	4.0%	3.7%	-2.4%	-0.5%	7.0%
Soccer (Outdoor)	13,996	13,957	13,883	13,667	12,944	12,726	-1.7%	-6.9%	-8.3%	-8.8%	-9.1%
Softball (Fast Pitch)	2,331	2,476	2,513	2,400	2,624	2,498	-4.8%	4.1%	-0.6%	0.9%	7.2%
Softball (Slow Pitch)	9,660	9,180	8,477	7,809	7,411	6,868	-7.3%	-12.1%	-19.0%	-25.2%	-28.9%
Squash	659	796	1,031	1,112	1,290	1,414	9.6%	27.2%	37.1%	77.6%	114.6%
Tennis	17,749	18,546	18,719	17,772	17,020	17,678	3.9%	-0.5%	-5.6%	-4.7%	-0.4%
Track and Field	4,604	4,480	4,383	4,341	4,257	4,071	-4.4%	-6.2%	-7.1%	-9.1%	-11.6%
Ultimate Frisbee	4,459	4,636	4,571	4,868	5,131	5,077	-1.1%	4.3%	11.1%	9.5%	13.9%
Volleyball (Court)	7,588	7,737	7,315	6,662	6,384	6,433	0.8%	-3.4%	-12.1%	-16.9%	-15.2%
Volleyball (Sand/Beach)	4,025	4,324	4,752	4,451	4,505	4,769	5.9%	7.1%	0.4%	10.3%	18.5%
Wrestling	3,335	3,170	2,536	1,971	1,922	1,829	-4.8%	-7.2%	-27.9%	-42.3%	-45.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over											
Legend:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)				

Figure 8 - General Sport Participatory Trends

NATIONAL TRENDS IN AQUATIC ACTIVITY

Swimming is unquestionably a lifetime sport. Swimming activities have remained very popular among Americans, and both competition and fitness swimming have witnessed an increase in participation recently. Fitness swimming is the absolute leader in multigenerational appeal with over 26 million reported participants in 2013, a 13.5% increase from the previous year (**Figure 9**). NOTE: In 2011, recreational swimming was broken into competition and fitness categories in order to better identify key trends.

Aquatic Exercise has a strong participation base, but has recently experienced a downward trend. Aquatic exercise has paved the way for a less stressful form of physical activity, allowing similar gains and benefits to land based exercise, including aerobic fitness, resistance training, flexibility, and better balance. Doctors have begun recommending aquatic exercise for injury rehabilitation, mature patients, and patients with bone or joint problems due to the significant reduction of stress placed on weight-bearing joints, bones, muscles, and also the affect that the pressure of the water assists in reducing swelling of injuries.

National Participatory Trends - Aquatics											
Activity	Participation Levels						% Change				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Aquatic Exercise	9,512	8,965	8,947	9,042	9,177	8,483	-7.6%	-6.2%	-5.2%	-5.4%	-10.8%
Swimming (Competition)	N/A	N/A	N/A	2,363	2,502	2,638	5.4%	11.6%	N/A	N/A	N/A
Swimming (Fitness)	N/A	N/A	N/A	21,517	23,216	26,354	13.5%	22.5%	N/A	N/A	N/A
NOTE: Participation figures are in 000's for the US population ages 6 and over											
Legend:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)				

Figure 9 - Aquatic Participatory Trends

NATIONAL TRENDS IN GENERAL FITNESS

National participatory trends in general fitness have experienced some strong growth in recent years. Many of these activities have become popular due to an increased interest among people to improve their health by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of activities that are relatively inexpensive to participate in and can be performed by nearly anyone with no time restrictions.

The most popular fitness activity by far is fitness walking, which had over 117 million participants in 2013, which was a 2.9% increase from the previous year. Other leading fitness activities based on number of participants include running/jogging (over 54 million), treadmill (48.1 million), and hand free weights (43.2 million), and weight/resistant machines (36.3 million).

Over the last five years, the activities that are growing most rapidly are high impact aerobics (up 47.1%), yoga (up 36.9%), running/jogging (up 31.9%), cardio kickboxing (28.7% increase), and group stationary cycling (up 27.8%). Most recently, from 2012-2013, the largest gains in participation were in boxing for fitness (8.7% increase), Tai Chi (up 8.3%), and high impact aerobics (up 7.1%). **See Figure 10.**

National Participatory Trends - General Fitness											
Activity	Participation Levels						% Change				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Aerobics (High Impact)	11,780	12,771	14,567	15,755	16,178	17,323	7.1%	10.0%	18.9%	35.6%	47.1%
Aerobics (Low Impact)	23,283	24,927	26,431	25,950	25,707	25,033	-2.6%	-3.5%	-5.3%	0.4%	7.5%
Aerobics (Step)	9,423	10,551	11,034	10,273	9,577	8,961	-6.4%	-12.8%	-18.8%	-15.1%	-4.9%
Boxing for Fitness	N/A	N/A	4,788	4,631	4,831	5,251	8.7%	13.4%	9.7%	N/A	N/A
Calisthenics	8,888	9,127	9,097	8,787	9,356	9,356	0.0%	6.5%	2.8%	2.5%	5.3%
Cross-Training	N/A	N/A	N/A	7,706	7,496	6,911	-7.8%	-10.3%	N/A	N/A	N/A
Cardio Kickboxing	4,905	5,500	6,287	6,488	6,725	6,311	-6.2%	-2.7%	0.4%	14.7%	28.7%
Elliptical Motion Trainer	24,435	25,903	27,319	29,734	28,560	27,119	-5.0%	-8.8%	-0.7%	4.7%	11.0%
Fitness Walking	110,204	110,882	112,082	112,715	114,029	117,351	2.9%	4.1%	4.7%	5.8%	6.5%
Free Weights (Barbells)	25,821	26,595	27,194	27,056	26,688	25,641	-3.9%	-5.2%	-5.7%	-3.6%	-0.7%
Free Weights (Dumbbells)	N/A	N/A	N/A	N/A	N/A	32,309	N/A	N/A	N/A	N/A	N/A
Free Weights (Hand Weights)	N/A	N/A	N/A	N/A	N/A	43,164	N/A	N/A	N/A	N/A	N/A
Martial Arts	6,818	6,643	6,002	5,037	5,075	5,314	4.7%	5.5%	-11.5%	-20.0%	-22.1%
Pilates Training	9,039	8,770	8,404	8,507	8,519	8,069	-5.3%	-5.1%	-4.0%	-8.0%	-10.7%
Running/Jogging	41,097	42,511	46,650	50,061	51,450	54,188	5.3%	8.2%	16.2%	27.5%	31.9%
Stair Climbing Machine	13,863	13,653	13,269	13,409	12,979	12,642	-2.6%	-5.7%	-4.7%	-7.4%	-8.8%
Stationary Cycling (Group)	6,504	6,762	7,854	8,738	8,477	8,309	-2.0%	-4.9%	5.8%	22.9%	27.8%
Stationary Cycling (Recumbent)	11,104	11,299	11,459	11,933	11,649	11,159	-4.2%	-6.5%	-2.6%	-1.2%	0.5%
Stationary Cycling (Upright)	24,918	24,916	24,578	24,409	24,338	24,088	-1.0%	-1.3%	-2.0%	-3.3%	-3.3%
Stretching	36,235	36,299	35,720	34,687	35,873	36,202	0.9%	4.4%	1.3%	-0.3%	-0.1%
Tai Chi	3,424	3,315	3,193	2,975	3,203	3,469	8.3%	16.6%	8.6%	4.6%	1.3%
Treadmill	49,722	50,395	52,275	53,260	50,839	48,166	-5.3%	-9.6%	-7.9%	-4.4%	-3.1%
Weight/Resistant Machines	38,844	39,075	39,185	39,548	38,999	36,267	-7.0%	-8.3%	-7.4%	-7.2%	-6.6%
Yoga	17,758	18,934	20,998	22,107	23,253	24,310	4.5%	10.0%	15.8%	28.4%	36.9%
NOTE: Participation figures are in 000's for the US population ages 6 and over											
Legend:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)				

Figure 10 - General Fitness Participatory Trends

NATIONAL TRENDS IN GENERAL RECREATION

Results from the SFIA's Topline Participation Report demonstrate increased popularity among Americans in numerous general recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with a group, and are not limited by time restraints. In 2013, the most popular activities in the general recreation category include road bicycling (over 40 million participants), freshwater fishing (nearly 38 million participants), and day hiking (over 34 million participants).

From 2008-2013, general recreation activities that have undergone very rapid growth are adventure racing (up 159%), non-traditional/off-road triathlons (up 156%), traditional/road triathlons (up 139.9%), and trail running (up 49.7%). In-line roller skating, horseback riding, and skateboarding have all seen a substantial drop in participation, decreasing by 40%, 29.4%, and 21.8% respectively over the last five years. See **Figure 11**.

National Participatory Trends - General Recreation											
Activity	Participation Levels						% Change				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Adventure Racing	809	1,005	1,214	1,202	1,618	2,095	29.5%	74.3%	72.6%	108.5%	159.0%
Archery	6,180	6,368	6,323	6,471	7,173	7,647	6.6%	18.2%	20.9%	20.1%	23.7%
Bicycling (Mountain)	7,242	7,367	7,152	6,989	7,265	8,542	17.6%	22.2%	19.4%	15.9%	18.0%
Bicycling (Road)	38,527	39,127	39,730	39,834	39,790	40,888	2.8%	2.6%	2.9%	4.5%	6.1%
Bicycling (BMX)	1,896	1,858	2,090	1,958	1,861	2,168	16.5%	10.7%	3.7%	16.7%	14.3%
Camping (Recreational Vehicle)	16,343	16,977	16,651	16,282	15,903	14,556	-8.5%	-10.6%	-12.6%	-14.3%	-10.9%
Camping (Within 1/4 Mile of Vehicle/Home)	32,531	34,012	32,667	31,961	31,454	29,269	-6.9%	-8.4%	-10.4%	-13.9%	-10.0%
Climbing (Sport/Indoor/Boulder)	4,642	4,541	4,542	4,445	4,355	4,745	9.0%	6.7%	4.5%	4.5%	2.2%
Climbing (Traditional/Ice/Mountaineering)	2,175	2,062	2,017	1,904	2,189	2,319	5.9%	21.8%	15.0%	12.5%	6.6%
Fishing (Fly)	5,849	5,755	5,523	5,581	5,878	5,878	0.5%	5.3%	6.4%	2.1%	0.5%
Fishing (Freshwater)	42,095	40,646	39,911	38,864	39,002	37,796	-3.1%	-2.7%	-5.3%	-7.0%	-10.2%
Fishing (Saltwater)	14,121	13,054	12,056	11,896	12,000	11,790	-1.8%	-0.9%	-2.2%	-9.7%	-16.5%
Golf	28,571	27,103	26,122	25,682	25,280	24,720	-2.2%	-3.7%	-5.4%	-8.8%	-13.5%
Hiking (Day)	31,238	32,542	32,534	33,494	34,519	34,378	-0.4%	2.6%	5.7%	5.6%	10.1%
Horseback Riding	11,457	10,286	9,782	9,335	8,423	8,089	-4.0%	-13.3%	-17.3%	-21.4%	-29.4%
Hunting (Bow)	3,770	3,974	4,067	4,271	4,354	4,079	-6.3%	-4.5%	0.3%	2.6%	8.2%
Hunting (Handgun)	2,734	2,575	2,493	2,690	3,112	3,198	2.8%	18.9%	28.3%	24.2%	17.0%
Hunting (Rifle)	10,490	10,729	10,632	10,479	10,485	9,792	-6.6%	-6.6%	-7.9%	-8.7%	-6.7%
Hunting (Shotgun)	8,638	8,611	8,276	8,370	8,426	7,894	-6.3%	-5.7%	-4.6%	-8.3%	-8.6%
Roller Skating, In-Line	10,211	8,942	8,128	7,451	6,647	6,129	-7.8%	-17.7%	-24.6%	-31.5%	-40.0%
Shooting (Sport Clays)	4,199	4,232	4,291	4,296	4,544	4,479	-1.4%	4.3%	4.4%	5.8%	6.7%
Shooting (Trap/Skeet)	3,523	3,519	3,489	3,453	3,591	3,784	5.4%	9.6%	8.5%	7.5%	7.4%
Skateboarding	8,118	7,580	7,080	6,318	6,227	6,350	2.0%	0.5%	-10.3%	-16.2%	-21.8%
Target Shooting (Handgun)	12,551	12,919	12,485	13,638	15,418	14,370	-6.8%	5.4%	15.1%	11.2%	14.5%
Target Shooting (Rifle)	12,769	12,916	12,637	13,032	13,853	13,023	-6.0%	-0.1%	3.1%	0.8%	2.0%
Trail Running	4,537	4,845	4,985	5,373	5,806	6,792	17.0%	26.4%	36.2%	40.2%	49.7%
Triathlon (Non-Traditional/Off Road)	543	634	798	819	1,075	1,390	29.3%	69.7%	74.2%	119.2%	156.0%
Triathlon (Traditional/Road)	943	1,148	1,593	1,686	1,789	2,262	26.4%	34.2%	42.0%	97.0%	139.9%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Legend:

Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
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Figure 11 - General Recreation Participatory Trends

LOCAL SPORT AND MARKET POTENTIAL

The following charts show sport and leisure market potential data from ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service in the City of Carlsbad. The MPI shows the likelihood that an adult resident of the target area will participate in certain activities when compared to the U.S. National average. The National average is 100 therefore numbers below 100 would represent a lower than average participation rate and numbers above 100 would represent higher than average participation rate. The city is compared to the national average in four (4) categories – general sports by activity, fitness by activity, outdoor activity, and money spent on miscellaneous recreation. The City of Carlsbad shows high market potential index numbers for all categories.

As seen in the tables below, the following sport and leisure trends are most prevalent for residents within the City of Carlsbad. Cells highlighted in yellow indicate the top three scoring activities based on the purchasing preferences of residents.

GENERAL SPORTS MARKET POTENTIAL

Participatory Trends; by Activity - General Sports	City of Carlsbad (MPI)
Participated in Baseball	98
Participated in Basketball	98
Participated in Football	86
Participated in Golf	126
Participated in Soccer	126
Participated in Softball	106
Participated in Tennis	147
Participated in Volleyball	98

FITNESS MARKET POTENTIAL

Participatory Trends; by Activity - Fitness	City of Carlsbad (MPI)
Participated in Aerobics	133
Jogging/ Running	147
Participated in Martial Arts	107
Participated in Pilates	139
Participated in Swimming	130
Participated in Walking for Exercise	127
Participated in Weight Lifting	141
Participated in Yoga	162

OUTDOOR ACTIVITY MARKET POTENTIAL

Participatory Trends; by Activity - Outdoor Activity	City of Carlsbad (MPI)
Participated in Archery	62
Participated in Backpacking/Hiking	144
Participated in Bicycling (mountain)	135
Participated in Bicycling (road)	134
Participated in Boating (power)	104
Participated in Canoeing/Kayaking	130
Participated in Fishing (fresh water)	74
Participated in Fishing (salt water)	107
Participated in Horseback Riding	105

MONEY SPENT ON MISCELLANEOUS RECREATION

Participatory Trends; by Activity - Money Spent on Miscellaneous Recreation	City of Carlsbad (MPI)
Spent on High End Sports/Recreation Equipment <\$250	97
Spent on High End Sports/Recreation Equipment >\$250	123
Attend sports event: baseball game	129
Attend sports event: basketball game (college)	109
Attend sports event: basketball game (pro)	120
Attend sports event: football game (college)	105
Attend sports event: football-Monday night game (pro)	97
Attend sports event: football-weekend game (pro)	117
Attend sports event: golf tournament	113
Attend sports event: ice hockey game	117
Attend sports event: soccer game	111
Attend sports event: tennis match	117
Visited a theme park in last 12 months	118
Visited Disney World (FL)/12 mo: Magic Kingdom	111
Visited any Sea World in last 12 months	117
Visited any Six Flags in last 12 months	112
Went to zoo in last 12 months	117

APPENDIX E ESTIMATE OF PROBABLE COSTS

AVIARA COMMUNITY PARK

To be dropped in after Draft Report Approval

DRAFT

PINE AVENUE COMMUNITY PARK

To be dropped in after Draft Report Approval

DRAFT

POINSETTIA COMMUNITY PARK

To be dropped in after Draft Report Approval

DRAFT